Title: The Tobacco world, v. 56

Place of Publication: Philadelphia, Pa.

Copyright Date: 1936

Master Negative Storage Number: MNS# PSt SNPaAg189.2

Volume 56

1936

JANUARY 1, 1936

VOLUME 50 No. 1

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THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

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AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

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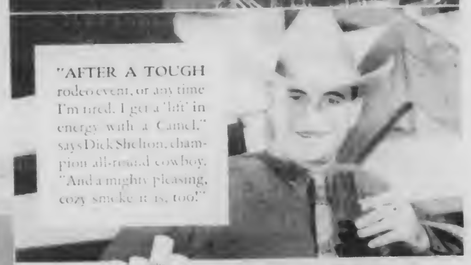
PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

"GET A LIFT WITH A CAMEL"

HOWARD HOUGLAND, McClintic-Marshall engineer, wearing the picturesque engineers' "hard hat," a necessary protection on big jobs, snapped on New York's new Triborough Bridge. "An engineer's life," he says, "calls for physical fitness and energy. When my pep is at low ebb, a Camel chases away tiredness. I always get a 'lift' with a Camel. I prefer Camel's good taste and mildness."

EVE MILLER, NEW YORK department-store executive. "I smoke Camels for their mildness and delicacy of flavor. And Camels give me a 'lift' whenever my energy is low."

A STEEL WORKER on the Triborough Bridge — Ben Parsons enjoys a Camel. He says, "Like so many of the bridge men, I smoke Camels. If I feel tired, I get a 'lift' with a Camel."



"AFTER A TOUGH rodeo event, or any time I'm tired, I get a 'lift' in energy with a Camel," says Dick Shelton, champion all-round cowboy. "And a mighty pleasing, cozy smoke it is, too!"

TO ENJOY WINTER SPORTS, you have to be fit. "And that's why I prefer Camels," says Margaret Lynam. "Athletes say Camels do not disturb their wind. And that goes for me too."

COSTLIER TOBACCOS!

• Camels are made from finer, MORE EXPENSIVE TOBACCOS —Turkish and Domestic— than any other popular brand.

(Signed) R. J. Reynolds Tobacco Co. Winston-Salem, North Carolina

TUNE IN! CAMEL CARAVAN with WALTER O'KEEFE • DEANE JANIS TED HUSING • GLEN GRAY AND THE CASA LOMA ORCHESTRA Tuesday and Thursday—9 p.m. E.S.T., 8 p.m. C.S.T., 7:30 p.m. M.S.T., and 8:30 p.m. P.S.T.—over WABC-Columbia Network.

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THE TOBACCO WORLD

Vol. 56 JANUARY 1, 1936 No. 1

CIGARS decreased and cigarettes increased in the month of November. In cigars there was an increase in Class A and decreases in all the other classes. Total production of all classes of cigars amounted to 457,299,010, as compared with 466,163,546 for November, 1934. This was a decline of 8,864,536, or 1.9 per cent. Cigarette production totaled 10,801,258,890, as compared with 9,727,429,600, an increase of 1,073,829,290, or 11.03 per cent. Both cigars and cigarettes showed gains during the first eleven months of the calendar year. The total cigar withdrawals for that period were 4,701,014,495, compared with 4,522,645,346, an increase of 178,369,149, or 3.94 per cent. Cigarettes showed a total of 124,771,726,087, compared with 116,407,619,760, an increase of 8,364,106,327, or 7.19 per cent. Snuff and manufactured tobacco registered losses for the eleven months.

▼

WHAT does 1936 look like to the eyes of discerning executives in the cigar industry? Well, listen to what A. Jos. Newman, vice-president and general sales manager of Bayuk Cigars, Inc., has to say: "1936 looks good to me from many angles. There is no question as to whether general business is going to show an improvement. The improvement has already set in, and, in my estimation, will gather momentum during 1936. There is a decided trend towards greater co-operation of all factors in the cigar industry to pull together for a greater consumption of cigars. 1936 has one more day in it than 1935. Let us take advantage of that one extra day and all the days in the New Year."

ANOTHER cigar enthusiast who sees better business coming is Frank P. Will, vice-president and general manager of the G. H. P. Cigar Co. He said: "As we approach the New Year of 1936, it is essential that we look back over the year just passing, and determine what we as individuals have done, or left undone to improve business. Most of us will find many things we could have done better, and many things that we have left to the other fellow to do, but as resolutions are the order of the day, let us each try and do some one job, previously neglected, just a little better than in '35. The cigar business enters the new year with a much brighter outlook. Reports on holiday business from all sections of the country have been very encouraging, and it is with confidence that we approach January. The general improvement in the cigar business during the eleven calendar months reported has not been due solely to a general improvement in business. True, business has improved, but there is in my mind a far greater reason for the increase in cigar sales. We have heard the urge for small cigars for the college men, for different shapes and more attractive packings. It is my opinion that what the country really needed was better cigars, first in Class A and then in the higher classes. Mr. Cigar Smoker really enjoys his cigar, and as he felt better satisfied with a five-cent cigar, he became interested in advancing to the higher brackets. As better five-cent cigars are made and the consumer becomes acquainted with them, an increase in the sale of better cigars can be expected, and when cigar manufacturers as a body encourage the public to smoke cigars because of the satisfaction and enjoyment, and cease their urge

(Continued on Page 4)

The Tobacco World

wishes everyone

A Happy, Healthy and Prosperous

New Year

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PETER F. MURPHY CO. SIXTY YEARS OLD

THE wholesale tobacco firm of Peter F. Murphy Co., one of the leading tobacco distributors in this city, has just completed its sixtieth year in business, having been established in 1875 at 2600 North Fifth Street, under the name of Peter F. Murphy.

In 1895 the headquarters of the firm were moved to 612 Market Street, and the name was changed to Peter F. Murphy Company. A little later headquarters were moved to their present location, 131 North Sixth Street.

During the past fifteen years, in line with the progressive policy of all successful firms, they have augmented their line of tobacco products and accessories by the addition of a full line of confectionery, patent medicines and sundries, and their distribution now covers the entire City of Philadelphia, catering to every need of the retail cigar store.

They are now distributors in this city for such well-known brands as Muriel Cigars, Cremo Cigars, Briggs Pipe Mixture, Coca Cola and Daggett Chocolates.

EDITORIAL COMMENT

(Continued from Page 3)

to smokers to switch from brand to brand, a very definite element of weakness which prevailed for too long a time, then we can look for greater increase in cigar smoking. One of the best resolutions I can suggest for the industry in 1936 is 'make better cigars, and tell the smokers they are better than ever, and impress upon them that they are missing a real treat when they pass up cigars of today's quality and value, regardless of price.' "

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SPEAKING for both the wholesalers and retailers, Joseph Kolodny, of the National Association of Tobacco Distributors, says: "No unit is bigger and more powerful than all its component parts. An industry is only as large and prosperous as each branch is. Any inequality of returns, in due time, reacts detrimentally to that branch which either ruthlessly or arrogantly has maneuvered itself into a position to fetch, even if it is only temporarily, the major portion of returns. As of today, the retailer is again subjected to the mercy of those who can only sustain themselves by resorting to destructive practices. The retailer has been, and, from all present indications, will be for many years to come, the foundation, the pillar and the bulwark of our industry. He is the vehicle indispensable to the introduction, promotion, popularization and maintenance of permanency of sales of any product. The manufacturer and jobber can only be benefited if he is at least given a chance for existence and economic sustenance. Whether it be legislation; whether it be through industry co-operation or any other legitimate form capable of preserving the independent retailer, I certainly believe and appeal to the industry to unite toward that goal."

WALL STREET AGAIN SMOKING HAVANA CIGARS

THE Reciprocal Trade Treaty of 1934 has given the United States first place in the countries exporting goods to Cuba, according to an announcement made by Pablo Suarez, Cuban Consul General to the United States at the Consulate in New York City.

"Purchases of Cuba from the United States are greater than the sum total of all Cuban imports from all the other countries of the world," Senor Suarez said.

"The Treaty has been particularly effective in increasing the use of Havana cigars in the United States. Your imports of Havana cigars for the first ten months of 1935 were more than double those of the corresponding period of the previous year and the dollar volume increased 82.6 per cent.

"Wall Street is again smoking Havana cigars. So is official Washington. Hotel sales are mounting rapidly. These are sure signs of returning prosperity, as well as a vindication of the Reciprocal Treaty.

"First place among world importers of Cuban cigars goes to England, as its 1934 importation of Havana cigars passed the 23 million mark, amounting to approximately $2,400,000. Second place is held by Spain, which in the same period bought more than 16 million Havana cigars, totalling $1,100,000.

"I expect a very great increase in trade between our countries during the coming year, as a result of the undoubted advantage brought to both of us by this treaty.

"Figures sent to me by the U. S. Department of Commerce covering imports of cigars and cheroots into the United States from Cuba are as follows:

	1934 *Number*	*1935* *Number*
January	51,398	315,500
February	73,100	152,975
March	234,775	222,775
April	163,520	185,648
May	114,500	198,062
June	215,734	210,886
July	179,002	253,095
August	125,400	199,616
September	70,875	243,024
October	195,785	879,344
Totals	1,424,089	2,860,925

CAN'T HOLD SWISHER EXECUTIVES DOWN

CIGAR manufacturers who have found King Edward and other products of John H. Swisher & Son, Inc., of Jacksonville, Florida, to be tough competition may find a clue to the organization's energy and hardihood in this fact:

On Thursday, December 5th, Carl S. Swisher, vice-president and general manager of the Swisher Company, was hustled off to St. Vincent's Hospital for an emergency appendix operation. Exactly nine days later he went home under his own power and on Monday morning, December 16th, the eleventh day after the operation, he was back at his desk.

Similar devotion to the destinies of the Swisher Company was exhibited by Miss Floy Ryland, the company's office manager. The day after Mr. Swisher lost his appendix, Miss Ryland parted with her tonsils in the same hospital and was back on the job almost before the ether fumes had cleared from her head.

Tariff on Sumatra Wrapper Cut 40¢ a Lb.

No Concessions by The Netherlands on American Tobacco Products While Present Tariff on American Leaf Tobacco Remains Bound

UNDER the new trade agreement with The Netherlands, released December 23d, the United States tariff rates on wrapper tobacco imported from The Netherlands from February 1, 1936, until June 30, 1936, and thereafter during the life of the treaty will be as follows:

	Present Tariff Rates	New Rates *To June 30, 1936	New Rates After June 30, 1936
Wrapper tobacco, and filler tobacco when mixed or packed with more than 35 per centum of wrapper tobacco:			
If unstemmed (per pound)	$2,27½	$1.87½	$1.50
If stemmed (per pound)	2.92½	2.52½	2.15

*Entered for consumption or withdrawn from warehouse for consumption not later than June 30, 1936.

The Reduction of Sumatra as Affecting Tariff on Cuban Wrappers

In connection with the above reduction of the tariff on wrapper tobacco from The Netherlands, attention is respectfully directed to Article III of the Trade Agreement with Cuba, reading as follows:

Article III Cuban Treaty

"Articles the growth, produce or manufacture of the Republic of Cuba enumerated and described in Schedule II annexed hereto and made a part of this Agreement, shall, on their importation into the United States of America, be granted exclusive and preferential reductions in duties not less than the percentages specified respectively in Column 1 of the said Schedule, such percentages of reduction being applied to the lowest rates of duty, respectively, now or hereafter payable on like articles the growth, produce or manufacture of any foreign country."

Column 1 of the schedule above referred to provides for a 20 per cent. minimum preferential reduction to Cuba under paragraph 601. Thus, it seems that when, after June 30, 1936, the duty on wrapper tobacco from The Netherlands is reduced to $1.50 per pound (unstemmed), the present duty on Cuban wrappers of $1.50 per pound (unstemmed) would become subject to the discount of 20 per cent. specified in column 1.

American Duty on Tobacco Pipes of Clay Reduced

The new agreement also establishes a new rate of 2½ cents each and 30 per cent. ad val. on tobacco pipes having clay bowls (not including meerschaum) and mouthpieces of material other than clay imported from The Netherlands.

To quote from the State Department's release: "Tobacco pipes having clay bowls (not including meerschaum) and mouthpieces of hard rubber or similar materials are imported from The Netherlands in negligible amounts. The rate of duty, equivalent under the Act of 1930 to 80 per cent. ad valorem, is reduced by 50 per cent."

American Tobacco Products in The Netherlands

There appears to be no provision in the treaty for any concessions granted to the United States regarding the tariff on American tobacco products imported into the kingdom of The Netherlands.

In this connection it will be recalled that some time ago it was reported that The Netherlands intended to limit importations of American cigarettes, against which we filed a protest with the State Department. According to the press release issued by the State Department, the new agreement makes provisions for imports of American goods into The Netherlands in the event any such quota system is established. To quote from the release:

"Article VI deals with quotas. The article contains general provisions whereby each country will allot to the other a share of the total permitted importations equal to the proportion supplied in a previous period prior to the imposition of quantitative restrictions. . . ."

Present Duties on American Leaf Tobacco Remain Bound

The duties on American leaf tobacco imported into The Netherlands and the Netherlands East Indies, according to the treaty, remain bound at the present rates.

Effective Date

The treaty becomes effective on February 1, 1936, and will remain in effect until January 1, 1939, and, if not then terminated on six months' previous notice, it will continue in force until six months after notice is given.

J. H. EBERBACH LEAVES $300,000 ESTATE

Joseph H. Eberbach, 617 West Cliveden Avenue, who died December 4th, left a $280,000 personal estate and $18,500 in realty.

He was a partner in the firm of A. B. Cunningham & Co., cigars, 37 North Second Street.

The decedent gave $50,000 outright, his automobiles, jewelry and insurance policies to his wife, Mrs. E. Gertrude Eberbach. A $5000 bequest was made to a sister, Margaret S. Eberbach, and bequests of $1000 each were made to six other relatives.

Mr. Eberbach named his wife residuary legatee, in trust, with provision that at her death the principal of the trust fund shall revert to his brothers, John S. and Nelson F. Eberbach, also partners in the firm.

BAYUK BUSINESS BRIEFS

BAYUK'S annual three-day convention ended on Saturday night, December 28th, with a banquet at the Hotel Adelphia, attended by salesmen from all over the country. Addresses appropriate to the occasion, celebrating the success of the 1935 sales efforts and inspiring the members of the organization by pictures of the good outlook for the New Year were made by H. S. Rothschild, president; A. Jos. Newman, vice-president in charge of sales; H. P. Warman, vice-president, and Louis A. Kramer, vice-president. . . . The annual holiday jollification of the Sunshine Club, organization of employees, was held on the Monday preceding Christmas. . . . Commenting on the company's satisfactory 1935 business, President Rothschild said: "Cigar smoking is on the upgrade, and plenty evidence is at hand to make the correctness of that statement plain to everybody. Again our year has been satisfactory, and we are moving forward into the new year with the same ideal as before, that of good merchandise to meet the calls of the smoker."

With the Christmas season passed, Philadelphia is beginning to settle down and dig in for the 1936 conquest for the consumer's dollar.

Manufacturers, wholesalers and retailers are unanimous in declaring that the 1935 season was the best for many a year. The streets were thronged with shoppers in a holiday mood, and, best of all, with money to spend, and the tobacco industry seems to have gotten its fair share of the business.

Yahn & McDonnell, 617 Chestnut Street, report one of the best holiday seasons in many years, with cigars far outselling their record of the past several years. Among the leading domestic brands enjoying this increase are Medalist, As You Like It, Optimo, Blackstone and Haddon Hall. In the Havana field are Corona, Antonio y Cleopatra, Bering, Redencion and Garcia y Vega. In the imported field Partagas, Belinda and Romeo y Julieta. High-grade pipe mixtures also had a much larger demand this season, particularly in the one-pound packages, and cigarettes also enjoyed a greatly increased call. The holiday packings were particularly enticing and enjoyed a splendid sale.

G. H. P. JOTTINGS

THE call for high-grade cigars was far greater than expected all during the past year, and particularly during the just closed holiday season," said Sol Bornstein, assistant sales manager of the G. H. P. Cigar Co., on his return from a visit to some of the company's midwest branch houses. "The jobber and the dealer, encouraged by general improvement in business, anticipated and stocked and was prepared to meet the call. So far as our products are concerned, El Producto and La Azora, the results are gratifying and we look forward to continued improvement throughout the entire cigar industry in 1936."

Abe Caro, Optimo representative, was in town last week attending to last-minute details in connection with his holiday orders.

The American Tobacco Company has announced that the La Corona Coronitas, which is in the "small cigar" class, will soon be placed on the market to retail at ten for twenty-five cents. This brand has formerly been retailing at forty-five cents for a package of ten.

I. B. White, manager of the cigar department of John Wagner & Sons, is receiving the congratulations of his many friends over the arrival of a granddaughter. The happy parents are Mr. and Mrs. Carl Schopbach. Mrs. Schopbach was the former Wilhelmina R. White, and the new arrival has been named Billie Lois. Miss Billie Lois arrived on the anniversary of the birth of one of her famous ancestors, Peregrina White, who was born on November 20, 1620, in Massachusetts.

John Wagner & Sons, Dock Street, distributors, report that business for the past holiday season was the best they have experienced for many years. Their stock of imported cigars, including Romeo y Julieta, Punch, Larranaga, El Blazon and H. Upmann brands, was practically cleaned out, and they found it necessary to telegraph for rush shipments from Havana to arrive as soon after January 1st (when the 1936 quota will be in effect) as possible. Among the domestic brands which far outsold recent previous holiday seasons, were Don Sebastian, Monticello and Wagner.

Cigars Decline in Nov.—Cigarettes Up

THE following comparative data of tax-paid products, indicated by the monthly sales of stamps, are issued by the Bureau of Internal Revenue. (Figures for November, 1935, are subject to revision until published in the annual report):

Products	—*November*— *1935*	*1934*
Cigars (large):		
Class A .....No.	380,386,790	378,456,240
Class B .....No.	6,481,117	10,197,987
Class C .....No.	63,637,810	70,585,676
Class D .....No.	5,828,994	5,866,756
Class E .....No.	964,299	1,056,887
Total large cigars.	457,299,010	466,163,546
Cigars (small) .....No.	13,324,880	16,103,613
Cigarettes (large) ....No.	244,887	246,704
Cigarettes (small) ....No.	10,801,258,890	9,727,429,600
Snuff, mfd. .....lbs.	2,796,877	3,125,358
Tobacco, mfd. .....lbs.	23,890,388	24,643,494

Tax-paid products from Puerto Rico (not included in above statement) were as follows:

Products	—*November*— *1935*	*1934*
Cigars (large):		
Class A .....No.	6,986,125	6,380,250
Class B .....No.	157,200	337,850
Class C .....No.	121,300	86,250
Class D .....No.	2,000	.....
Total.....	7,266,625	6,804,350
Cigars (small) .....No.	.....	100,000
Cigarettes (large) ....No.	.....	50,000
Cigarettes (small) ....No.	500,000	400,400

Tax-paid products from the Philippines (not included in above statement) were as follows:

Products	—*November*— *1935*	*1934*
Cigars (large):		
Class A .....No.	18,870,015	22,585,560
Class B .....No.	40,557	119,520
Class C .....No.	43,294	70,332
Class D .....No.	2,781	2,000
Class E .....No.	900	1,585
Total.....	18,957,547	22,778,997
Cigarettes (small) ....No.	84,050	306,440
Tobacco, mfd. .....lbs.	.....	.....

Internal Revenue Collections for November

Sources of Revenue	*1935*	*1934*
Cigars	$1,221,112.59	$1,274,617.27
Cigarettes	32,406,121.40	29,184,985.60
Snuff	503,437.88	562,564.42
Tobacco, chewing and smoking	4,300,357.91	4,435,895.27
Cigarettes papers and tubes	159,435.59	53,982.24
Miscellaneous, relating to tobacco	.....	277.14

Total Withdrawals for Previous Novembers

1920.....	668,060,015	1927.....	654,164,577
1921.....	615,251,258	1928.....	630,530,692
1922.....	679,300,302	1929.....	622,938,344
1923.....	650,687,413	1930.....	528,127,899
1924.....	601,412,539	1931.....	477,458,157
1925.....	598,478,129	1932.....	419,173,428
1926.....	654,975,106	1933.....	415,347,323

Collections From Agricultural Adjustment Taxes and Tobacco Sale Tax

Commodity	*Month of Nov., 1935*	*Total from July 1, 1935 (Fiscal year 1936)*
Tobacco (tax effective October 1, 1933):		
Processing tax	$1,114,724.63	$11,328,620.41
Import compensating taxes	10,269.26	45,080.58
Floor taxes	1,145.77	12,348.43
Total, tobacco..	$1,126,139.66	$11,386,049.42
Tobacco sale tax.....	$117,634.14	$506,192.96

FLUE-CURED TOBACCO SALES TO DATE SHOW FAVORABLE RETURNS TO GROWER

Flue-cured tobacco sales for the 1935 season to date have been approximately 208,500,000 pounds larger than sales for the entire 1934 season and have brought growers about $6,350,000 more than the entire 1934 crop, the Agricultural Adjustment Administration announced today.

Growers had sold, up to December 14th, approximately 760,000,000 pounds of flue-cured tobacco from the 1935 crop for $156,740,000. To the same date last year, 540,300,000 pounds had been sold for $148,586,000. The average price for sales to date from the 1935 crop is 20.6 cents a pound as compared with 27.4 cents a pound for sales to the same date last year. Producers' sales from the entire 1934 crop of flue-cured tobacco totaled 551,528,000 pounds for an average of 27.3 cents a pound.

The average price for sales of Burley tobacco for the first two weeks of the 1935 season was 19.5 cents a pound, as compared with 18.5 cents a pound for the first two weeks in 1934.

Sales of fire-cured tobacco to December 14, 1935, averaged 10.9 cents a pound, while the average to the same date in 1934 was 12.1 cents a pound.

Sales of dark air-cured tobacco to date have averaged 6.5 cents a pound, as compared with 8.5 cents a pound for the same period in the 1934 season. Prices for Virginia's sun-cured tobacco have been higher than for last season. The prices for one-sucker and Green River types are below those of last year.

J. B. Annis, of Gradiaz, Annis & Co., was a visitor in town last week conferring with distributors and retailers of his brands. Mr. Annis reported that his firm had just completed one of the most successful years of its existence.

Hollingsworth Sums Up Retail Conditions

WILLIAM A. HOLLINGSWORTH, president of Retail Tobacco Dealers of America Association, and who has put forth such determined efforts during the past few years to better the conditions of the retail tobacco trade, has issued the following statement regarding the activities and aims of the association:

"Nearing the end of 1935, we find the competitive situation in retailing just as disturbing as it was when President Roosevelt signed the National Industrial Recovery Act. At that time the President stated: 'Its goal is the assurance of a reasonable profit and a living wage, with elimination of the piratical methods and practices which have not only harassed honest business, but also contributed to the ills of labor.'

"The impact of the Supreme Court's decision, invalidating NRA, rocked the equilibrium of every industry, as well as tobacco. Confused ideas, as to the next move, made impossible hurried reformation of lines to salvage any of the substantial gains secured through the medium of codes. This confusion existed not only in industry, but in the national capital where Congress was laboring to adjourn. Under these disquieting circumstances no favorable consideration could be expected for the worthy fair trade provisions in the retail tobacco code by official Washington, nor could they be considered by the state legislatures, since most of them had already adjourned.

"With the passing of NRA, Retail Tobacco Dealers of America put forth every effort to continue the code's benefits through voluntary agreements. Today, after several months of trial, many of these agreements are in full force, and operating effectively to the profit of the industry, but there are far too many trading areas suffering from ruthless, predatory, price cutting to justify the claim that the tobacco industry is sufficiently organized to effectuate the perfect regulation of its own competitive practices.

"Many benefits, derived from the NRA, evaporated as quickly as the law itself did, under the withering force of the Supreme Court's decision, but one monumental gain has remained steadfast—the two national organizations in the distributive field. During the code days these newly created organizations pioneered their fields, and, for the first time, brought into being a voice qualified to speak for their respective branches of the tobacco industry.

"These two organizations, though they now appear somewhat skeletonized, nevertheless have broad national frames, which, when adequately nourished, will develop the necessary sinews and muscles to make them the invincible champions of their trades, and formidable guardians against iniquitous and destructive commercial practices.

"Throughout the country eyes are trained upon these two trade associations for it is generally expected that a program of aggressive movement will emanate from these associations in the near future which will regain for the tobacco industry the beneficial and equitable trade practices which were torpedoed by the 'sick chicken' case. It is my belief this universal expectancy is near realization. Today the high standing of the retailers national association goes unquestioned. It has won a place in national quarters as well as in those which concern state affairs. Over the course of the past two and a half years it has proven its ability to everyone with whom it has had contact, and it may be truly said that there is no federal or state official or administrator who had occasion to deal with the problems of the retail tobacconists who has not the greatest respect for Retail Tobacco Dealers of America.

"Bit by bit this respect developed and as it became enlarged it brought more and more regard for the retailers' cause, and finally from the very top of our government came word that the retail tobacco dealers of this country deserve the relief they are seeking.

"The year of 1936 may not be a good one for prophecies for many now unseen happenings will be abroad and like the tides carry many a daring venture on to success, or upset even the best calculated plans. Of necessity the retailers must be optimists. Having such poor estates and burdened with adversity, they are compelled to reckon the future, their one great asset, and pray that some good force will cast upon their shores some sources of profit. This optimism supported by an unfailing willingness to labor for what is modestly fair, will, I believe, accomplish the goal. And that goal should be both federal and state laws to curb selling below invoice cost plus the overhead cost of handling and the elimination of the 'loss-leader' practice by alien purveyors.

"When N. R. A. went out the window Retail Tobacco Dealers of America set its house in order and started a systematic canvas of other retail trades to learn how closely their needs were to those of the retail tobacco trade. The result of the survey proved what we anticipated. They all are pretty much in the kettle with us. Living profits with them as with us depend upon regulation of cut-rating and the selling below cost evil. Each of the trades approached evinced a desire to co-operate in any legitimate undertaking to remove these destructive elements from their merchandising calculations. This encouragement gave impetus and support to our designs to promote federal and state legislation to curb the evils and piratical practices of the few which deprive the great majority of earning living wages from their little businesses.

"These past few months R. T. D. A. has devoted most of its activities to initiating such legislation and working with representatives of various distributing trades and constitutional authorities over drafts and forms of desired bills, and organizing field units to attract political attention to the need for such legislation.

"The first of these proposed bills is about ready for circulation and will perhaps be in the hands of the tobacco trade ere this article reaches print. This proposed bill is designed to correct predatory competition within state borders. It will be introduced in a number of the state legislatures during their next sessions. The proposed federal act is of necessity awaiting the determinations and report of the industrial conferences being held in Washington December 9th, 10th and 11th.

"Both the retail and wholesale tobacco associations are destined to play significant parts in these Washington conferences. They will work unceasingly to stress the difficulties facing the tobacco industry and to keep the problems of the two distributing branches prominently before the conference committees.

(*Continued on Page 9*)

CHESTERFIELD ORCHESTRA'S TASTES IN MUSIC MATCH CBS LISTENERS'

STRIKING similarity between the tastes of the professional musician and the average radio listener is revealed in a recent poll of Andre Kostelanetz's Chesterfield Orchestra to determine what kind of music a musician likes.

The men in the Kostelanetz organization, a forty-five piece group of virtuosi drawn from symphony orchestras in America and Europe and famous dance bands throughout the country, chose overwhelmingly as their favorite great composers Brahms and Beethoven, with the Brahms First Symphony and Beethoven's Seventh their favorite compositions. In the recent Philharmonic-Symphony audience poll CBS listeners selected the same two composers.

The Chesterfield musicians' favorite overture was a toss-up among Beethoven's "Leonore" Overture No. 3, Mendelssohn's "Midsummer Night's Dream" and Thomas' "Mignon." Their favorite opera was Puccini's "La Boheme," with an interesting tie for second place between Wagner's "Die Meistersinger" and Gershwin's folk-opera "Porgy and Bess."

In the popular music field it was everybody's race. "Sophisticated Lady," "Without a Song," "I'll See You Again," "St. Louis Blues," "Farewell, My Lovely," and Gershwin's "Rhapsody in Blue" were in the vanguard. But thirty-four other selections received votes, ranging from "O Promise Me" and "Kiss Me Again" to "Double Trouble" and "April in Paris."

In the four musical fields covered the musicians preferred, among the symphonies, the Brahms Third and Fourth; Beethoven's Third and Ninth; Cesar Franck's Symphony in D minor, and Dvorak's "New World" Symphony.

Nine overtures received votes, in addition to the three lead selections. These included overtures to Wagner's "Rienzi" and "Tannhaeuser," Verdi's "Vespri Siciliani," Goldmark's "Sakuntala," Tschaikowsky's "Romeo and Juliet," and "The Merry Wives of Windsor."

Following the three favorite operas, the men voted for Verdi's "Aida," Wagner's "Tristan und Isolde" and Bizet's "Carmen."

In the popular category forty kings of Tin Pan Alley received votes from the forty-five musicians.

SALES GAIN BUT EARNINGS LOWER

Tobacco stocks have been among first rank investment common stocks that have been easing recently. The reason for this is fairly obvious. While sales have been gaining, earnings have not been moving up proportionately, says The Wall Street Journal. Leaf tobacco prices have been moving up for three years, and the prospects are for further increases next year, which would put leaf costs to the highest level since 1929.

Most of the tobacco companies have been selling for around twenty times their 1934 earnings, and on the basis of this year's likely results the selling level for the shares is even higher. In the meantime, it is becoming a greater problem to bring about higher gross sales.

TOBACCO HIGH BALL

Ryan-Hampton Tobacco Company has introduced High Ball pipe tobacco, in a tall glass, which can be used for highballs.

AXTONS TO REMAIN IN REORGANZATION

EARY KEHAYA, president of the Standard Commercial Tobacco Company, which will take over the Axton-Fisher Tobacco Company here, gave out a statement at the offices of Louisville attorneys for the company, Woodward, Dawson and Hobson, in which he said that E. D. Axton and R. L. Axton, who were connected with Wood F. Axton, late president of the Axton-Fisher Company, will remain in executive positions under the new ownership.

Standard Commercial, it was stated, will exercise next month its option to take over the controlling interest in the Axton-Fisher Company, and will continue the constructive policies inaugurated by Wood F. Axton and continued since his death, "particularly with respect to the fair and considerate treatment of labor."

U. S. TOBACCO CO. OFFICES MOVED

As announced on another page of this issue, the general offices of the United States Tobacco Company, formerly located at 1107 Broadway, will, after January 1, 1936, be located in Rockefeller Center, at 630 Fifth Avenue, New York City.

The building at 630 Fifth Avenue is the most recently completed building in Rockefeller Center, and the company will occupy the twenty-ninth floor of the International Building, where the increased office space was made necessary by the steadily increasing demand for their products, which include Dill's Best and Model smoking tobaccos.

HOLLINGSWORTH SUMS UP CONDITIONS

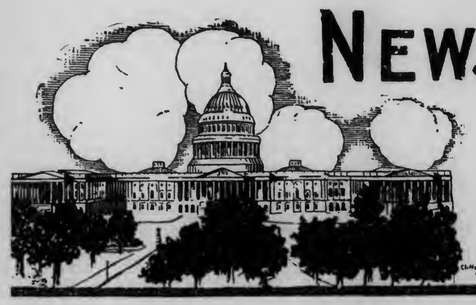
(*Continued from Page 8*)

"It is the opinion of competent authorities that Congress may enact laws to correct commercial abuses without violating the fundamentals of the Constitution and may treat with these industrial disorders by broadening the scope of the Federal Trade Commission whose greater functions can then be complemented by established State Trade Commissions such as proposed in the legislation initiated by Retail Tobacco Dealers of America.

"I hesitate to promise legal preventatives for all the vicious and demoralizing practices now attacking the retail tobacco trade, but I can say with every confidence that the possibility of securing some efficacious remedies was never more apparent than at this very moment.

"It is generally agreed that business is on the upgrade and that the depression has passed. This improvement in general business is certain to show its reflection in retail tobacco circles—probably in the shape of greater dollar volume. The immediate problem facing every retail tobacconist is how to hold a modest fraction of these dollars to pay operating cost and living expenses. The solution to this problem is incorporated in the legislation being sponsored by Retail Tobacco Dealers of America, and if every retailer in the country works with his brothers and neighbors to secure approval for this legislation during the coming year, then 1936 will be looked upon as the sign post which pointed the road to profits for small enterprise.

"I take this opportunity to thank the members of the trade press for their generous support of the retailer's association during this past year and to wish them and all the tobacco trade a happy and prosperous New Year."



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

REGULATIONS governing the keeping of records for the computation of the tax on payrolls provided by the Social Security Act for unemployment insurance have just been issued by the Bureau of Internal Revenue.

Under these regulations, every employer of eight or more persons is required to keep, during each calendar year, such permanent records as are necessary to establish the total amount of remuneration payable to his employees in cash or in a medium other than cash, showing separately the total remuneration payable with respect to services excepted by Section 907 (c) of the act, the total remuneration payable with respect to services performed outside of the United States, and the total remuneration payable with respect to all other services.

Under Section 907 (c), the term "employment" is not to include agricultural labor; domestic service in a private home; ship crews; service performed by an individual in the employ of a son, daughter or spouse; service performed by a minor under twenty-one in the employ of his father or mother; Government employees; state employees, or employees of exclusively religious, charitable, scientific, literary or educational organizations.

Employers' account records also are to show the amount of contributions with respect to employment during the calendar year paid into any state unemployment fund, showing separately payments made and not deducted (or deductible) from the remuneration of employees; payments made and deducted (or deductible) from the remuneration of employees; and payments made with respect to services excepted by Section 907 (c).

The records of employers also are to show such other information as will enable the Commissioner of Internal Revenue to determine whether such employers are subject to the tax and, if so, the amount thereof.

"No particular method of accounting or form of record is prescribed," it is stated in the regulations. "Each person may adopt such records and such method of accounting as may best meet the requirements of his own business, provided that they clearly and accurately show the information required above, and enable him to make a proper return on the prescribed form.

"Records are not required to show the number of individuals employed on any day, but must show the total amount of remuneration actually paid during each calendar month and the number of individuals employed during each calendar month or during such lesser period as the employer may elect.

"Any person who employs individuals during the calendar year but who considers that he is not an employer subject to the tax, should be prepared to establish by proper records (including, where necessary, records of the number of persons employed each day) that he is not an employer subject to the tax.

"All records required by these regulations shall be kept safe and readily accessible at the principal place of business of the person required to keep such records, or at such other place or places as the commissioner, upon written application by the person concerned, may approve. Such records shall at all times be open for inspection by internal revenue officers, and shall be preserved for a period of at least four years from the due date of the tax for the calendar year to which they relate."

Regulations covering the tax for old-age insurance, which becomes effective in 1937, probably will not be announced until near the end of this year.

A new drive for the enactment of anti-chain store legislation and an attempt to wrest from President Roosevelt the control of the tariff vested in him by the reciprocal-tariff law, by requiring Senate approval of all trade agreements, are expected to feature the session of the Congress now convening.

Of paramount interest to the industry will be the expected Administration proposals for industrial control, designed to regain some of the ground lost through the invalidation of the recovery codes. Prominent among the measures which are expected to come up in this connection are those providing for the adoption of the thirty-hour week by all industry and for the imposition of Federal licenses upon all corporations engaged in interstate business.

While it is realized that these measures will not apply to purely intrastate activities such as retailing, Administration officials are understood to be planning to force general acceptance by denying the use of the mails to any concern which does not comply with their requirements.

While the question of taxes may be discussed at length it is not anticipated that any new revenue measure will be sought by the Administration. Political reasons solely will dictate this course, if adopted, since increased taxation would become a major and dangerous issue of the 1936 presidential compaign. President Roosevelt already has expressed his desire that so controversial a matter be postponed until the 1937 session.

After the first of January

the general offices of the United States Tobacco Company will be located at 630 Fifth Avenue, New York City, in Rockefeller Center, *where we shall be glad to welcome our friends at any time.*

U. S. Cigars Up 171 Million in 11 Months

	First 11 Mos. Cal. Yr. 1935	*— Decrease + Increase*	*Quantity*
Cigars:			
Class A—			
United States ..	3,905,973.420	+	238,549,565
Puerto Rico	54,129,250	—	560,575
Philippine Is. ...	193,192,685	+	8,136,310
Total.....	4,153,295,355	+	246,125,300
Class B—			
United States ..	61,254,690	+	8,771,524
Puerto Rico	1,631,550	—	210,850
Philippine Is. ...	332,684	—	126,490
Total.....	63,218,924	+	8,434,184
Class C—			
United States ..	443,586,406	—	75,040,268
Puerto Rico	585,550	—	133,300
Philippine Is. ...	193,644	—	48,332
Total.....	444,365,600	—	75,221,900
Class D—			
United States ..	35,883,856	—	1,664,925
Puerto Rico	2,500	+	1,000
Philippine Is. ...	34,808	+	31,058
Total.....	35,921,164	—	1,632,867
Class E—			
United States ..	4,211,762	+	665,092
Puerto Rico	.....		.....
Philippine Is. ...	1,690	—	660
Total.....	4,213,452	+	664,432
Total All Classes:			
United States ..	4,450,910,134	+	171,280,988
Puerto Rico	56,348,850	—	903,725
Philippine Is. ...	193,755,511	+	7,991,886
Grand Total..	4,701,014,495	+	178,369,149
Little Cigars:			
United States ..	170,299,108	—	42,339,745
Puerto Rico	2,450,000	+	160,000
Philippine Is. ...	.....	—	7,800
Total.....	172,749,108	—	42,187,545
Cigarettes:			
United States ..	124,766,917,967	+	8,365,068,687
Puerto Rico	3,307,940	—	567,480
Philippine Is. ...	1,500,180	—	394,880
Total.....	124,771,726,087	+	8,364,106,327
Large Cigarettes:			
United States ..	2,308,155	—	85,645,084
Puerto Rico	300,000	—	176,000
Philippine Is. ...	6,300	+	6,100
Total.....	2,614,455	—	85,814,984
Snuff (lbs.):			
All U. S.	33,171,654	—	1,316,597
Tobacco Mfd. (lbs.):			
United States ..	284,058,036	—	3,012,443
Philippine Is. ...	6	—	22
Total.....	284,058,042	—	3,012,465

PHILIP MORRIS SALES GAINING

Sales of Philip Morris, following the interruption in their growth in August (when Connecticut and Pennsylvania put a two-cent tax on cigarettes) have shot forward again. They showed a gain of 60 per cent. in November, as against that month a year ago, and the December sales gain thus far is running ahead of the November rate, both with respect to the Philip Morris brand and the Marlborough and Paul Jones as well.

For eleven months of 1935, Philip Morris sales were running 75 per cent. over the 1934 rate.

Changes in Freight Classification of Tobacco Submitted to Committee

THE Traffic Committee of the Tobacco Merchants Association has for some time felt it advisable to secure a simplification of the description of all tobacco and tobacco products in the consolidated classification, and this has crystallized in the submission to the consolidated classification of proposed changes in the classification now included in Docket No. 64 of the Consolidated Classification Committee, on which hearings are scheduled to be held in Atlanta, Georgia, during the week of January 8th, in New York City during the week of January 15th and in Chicago during the week of January 21st.

It is the expectation of your committee to have all evidence in this case presented at the hearing in New York City, which, as indicated above, will be held during the week of January 15th.

The proposed changes or amendments would consolidate under the heading of tobacco all kinds of manufactured and unmanufactured tobacco, instead of having them in different places in the classification. They would simplify the descriptions very materially by eliminating a great many of the penalty descriptions for small packages, certain requirements on various kinds of packages, and in addition provide for some material reductions, such as the reduction from first to second class on less-than-carload shipments of cigars; from first to second class on less-than-carload shipments of smoking tobacco; and the inclusion of all manufactured scrap tobacco under the heading of chewing, with a change in the rating to third class. The proposals also provide for a simplification of the descriptions of unmanufactured leaf, cuttings and scrap tobacco and alternative carload ratings of fourth class with a 20,000-pound minimum and a lower rating on such packages as can load to 30,000 pounds.

We trust it is unnecessary to emphasize that in working out these proposed changes or amendments the members of our Traffic Committee, whose names are hereinbelow set forth, have exercised their best judgment with a view to safeguarding the interest of each and every division of the industry affected thereby. However, the committee would indeed welcome any criticism or suggestions in that regard which, needless to say, will be given most careful consideration and attention. But it is respectfully urged that such criticism or suggestions be conveyed to the T. M. A. as soon as possible so that our committee might have ample time to consider them before the hearings are held.

The following statement shows the proposal as submitted by the Traffic Committee.

Geo. C. Lucas,
Traffic Manager.

Proposed Consolidated Classification Ratings and Descriptions of Tobacco and Tobacco Products

	Ratings		
	Official Illinois	Southern	Western
Tobacco:			
Manufactured:			
Cigarettes, in boxes, see Note 1:			
L. C. L.	1	1	1
C. L., min. wt. 36,000 lbs.	3	3	3
Cigars, in boxes, see Notes 1 and 2:			
L. C. L.	2	2	2
C. L., min. wt. 30,000 lbs.	3	3	3
Smoking, in boxes, see Note 3:			
L. C. L.	2	2	2
C. L., min. wt. 36,000 lbs.	4	4	4
Chewing:			
Plug, twist, fine cut or scrap, in boxes:			
L. C. L.	3	3	3
C. L., min. wt. 36,000 lbs.	4	4	4
Snuff, in boxes:			
L. C. L.	2	2	2
C. L., min. wt. 36,000 lbs.	4	4	4
Snuff flour, in bags:			
L. C. L.	2	2	2
C. L., min. wt. 36,000 lbs.	4	4	4

Note 1—Boxes must be so closed and secured as to prevent pilferage of contents without mutilating container.

Note 2—Ratings will also apply on shipments in fiber boxes meeting requirements of Rule 41 for boxes testing not less than 275 pounds except that weight of box and contents must not exceed ninety-five pounds, or in boxes made of corrugated fibreboard with facings not less than .030 of an inch thick, testing not less than 500 pounds, not exceeding seventy-seven united inches, gross weight not exceeding 165 pounds. Flaps must be glued throughout entire area of contact, and boxes must be bound with four metal straps, two each way, crossing on top and bottom.

Note 3—Cigarette papers and/or pipes may be included with shipments consisting of, or including, smoking tobacco, whether packed in the same or different shipping containers, the weight of the cigarette papers and/or pipes to be limited to not exceed 10 per cent. of the total weight of the smoking tobacco included in the entire shipment moving on one bill of lading.

	Ratings		
	Official Illinois	Southern	Western
Unmanufactured:			
Leaf, cuttings or scraps:			
In machine pressed bales or boxes, see Note 4:			
L. C. L.	4	4	4
C. L., min. wt. 30,000 lbs.	5	6	5

(*Continued on page 13*)

TOBACCO RECLASSIFICATION

(*Continued from page 12*)

In hogsheads	4	4	4
In bags or bales, not machine pressed, L. C. L.	2	3	2
In hands in wood splint tobacco shipping baskets, see Note 5, L. C. L.	1	3	1
In bags, bales not machine pressed, or in hands in wood splint tobacco shipping baskets, see Note 5, C. L., min. wt. 20,000 lbs., Rule 34	4	4	4

Note 4—Ratings also apply on shipments in boxes, with spaces not exceeding two inches between boards on ends of boxes. Ratings will also apply on shipments in fiber boxes meeting requirements of Rule 41 for boxes testing 275 pounds except that outside dimensions may be increased to seventy-eight inches and gross weight may be increased to 175 pounds. Boxes to be strapped with at least two metal straps.

Note 5—Ratings apply only on unmanufactured leaf tobacco in hands in wood splint tobacco shipping baskets prepared for shipment as follows:

Hands must be placed in basket with leaves extending toward center of baskets, butts of stems toward outside, another basket placed inverted on top of tobacco, pressed down tightly and with not more than thirty inches of space between rims of baskets, the two baskets to be fastened by tightly drawn wires, No. 12 gauge or thicker, completely encircling package on all sides, not less than six wires to be used, ends of wires to be so clinched or otherwise secured that they will not come apart. Tobacco, in hands, loose, not taken.

	Ratings		
	Official Illinois	Southern	Western
Stems:			
Ground in bags:			
L. C. L.	4	4	4
C. L., min. wt. 40,000 lbs.	6	D or 10	C
Not ground:			
In bags, or in bales not machine pressed, L. C. L.	4	4	4
In machine pressed bales, boxes or hogsheads, L. C. L.	4	6	4
In packages named, C. L., min. wt. 24,000 lbs., Rule 34	6	32½	B
In bulk, C. L., min. wt. 20,000 lbs., Rule 34	5-B	32½	B
Siftings, sweepings, dust, refuse, sand or waste, see Note 6:			
In bags, bales, barrels, boxes or hogsheads, L. C. L.	4	5	4
In packages or in bulk, C. L., min. wt. 30,000 lbs.	6-E	11	E

Note 6—Ratings apply only on tobacco siftings, sweepings, dust, refuse, sand or waste which have no value for the manufacture of tobacco products.

(*Continued on Page 14*)

THREE POPULAR LEADERS
By P. Lorillard Co., Inc.

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America's Smoothest Cigarette

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Smoking Tobacco
The Great American Smoke

BEECH-NUT
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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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CIGAR FOREMAN—PAST MASTER ON AUTOMATIC AND all other cigar and bunch machines, also handwork. Go anywhere. Highest references. Open for position. What have you? A. O. Weiser, 214 N. Twelfth Street, Philadelphia, Pa.

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ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

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BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

TRANSFERS

EL MACCO:—36,566 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered April 10, 1911, by Geo. Schlegel, New York, N. Y. Transferred to McCarthy-Gebert Co., Jacksonville, Ill., and re-transferred to Deisel-Wemmer-Gilbert Corp., Detroit, Mich., November 7, 1935.

MAC'S OWN:—36,700 (United Registration Bureau). For cigars. Registered June 16, 1911, by McCarthy-Gebert Co., Jacksonville, Ill. Transferred to Deisel-Wemmer-Gilbert Corp., Detroit, Mich., November 7, 1935.

GEORGE MACCO:—36,542 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered March 27, 1911, by Geo. Schlegel, New York, N. Y. Transferred to McCarthy-Gebert Co., Jacksonville, Ill., and re-transferred to Deisel-Wemmer-Gilbert Corp., Detroit, Mich., November 7, 1935.

TOBACCO RECLASSIFICATION

(Continued from Page 13)

	Ratings		
	Official Illinois	Southern	Western
Paper articles:			
Cigarette papers, in books or wrappers, in boxes:			
L. C. L.	2	2	2
C. L., min. wt. 30,000 lbs.	3	3	3
Pipes, tobacco, in boxes:			
Common clay or corn cob:			
L. C. L.	2	2	2
C. L., win. wt. 30,000 lbs.	4	4	4
Pipes, tobacco, N. O. I. B. N., see Note:			
L. C. L.	1	1	1
C. L., min. wt. 24,000 lbs., Rule 34	3	3	3

Note—Ratings also apply on shipments in metal strapped fiber boxes meeting requirements of Rule 41 for boxes testing not less than 275 pounds, except that boxes must not exceed ninety united inches and gross weight of 100 pounds.

AXTON-FISHER DIVIDEND

Axton-Fisher Tobacco Company directors have declared the regular quarterly dividends of $1.50 on preferred stock, eighty cents on "A" common and forty cents on "B" common, all payable December 31st to stockholders of record December 16th.

EXTRA FOR MacANDREWS & FORBES

Directors of MacAndrews & Forbes, Inc., manufacturers of licorice flavorings, last week declared an extra dividend of 50 cents and a regular quarterly dividend of 50 cents per share on the common stock of the company. Both are payable January 15th to stock of record December 31st.

236 T558

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JANUARY 15, 1936

VOLUME 56 No. 2

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

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THE TOBACCO WORLD

Vol. 56 JANUARY 15, 1936 No. 2

AT THE annual dinner of the New York Leaf Tobacco Board of Trade last month, John H. Duys, president of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, predicted that the AAA processing taxes on leaf tobacco would be declared unconstitutional by the Supreme Court and that the cigar trade should devote a reasonable share of the resultant saving to a fund for advertising and promotion which will aid in creating greater cigar consumption. He said that manufacturers should be willing to divert a substantial part of what they thus save, if and when they do, to the rehabilitation of the industry generally. The Supreme Court has fulfilled its part by declaring AAA unconstitutional. Will the manufacturers do their part by setting up a fund to help themselves to better business?

▼

WHEN the news of the fulfillment of his prediction broke, Mr. Duys said: "I strongly believe that with the saving from the processing tax we once more should consider a national promotion campaign for cigars. I feel that if we should agree to use 20 per cent. of our savings to contribute to a national fund, we could accumulate $600,000 or more a year and accomplish a great deal toward increasing the use of cigars. It is necessary for the welfare of the industry that we do something. About four cigarettes are being smoked every day in the United States for every man, woman and child in the country. That indicates that we are tobacco-minded. If the cigar industry can get 5 per cent. of that business, it will be exceedingly prosperous."

▼

CIGARETTES to the number of 141 billion will be consumed during the year ending July 1st, according to the latest estimates of the Department of Agriculture. That many cigarettes would measure 6,119,700 miles. The predicted 141 billion compares with 128 billion 488 million consumed during the same period a year earlier. For the calendar year of 1935 it is estimated that consumption reached 134 billion, compared with 125 billion 620 million in the calendar year 1934. At present this country is consuming cigarettes at the rate of 665 miles per hour.

▼

COMPLETING in 1935 the greatest year in the history of the industry, from the standpoint of production, cigarette manufacturers face 1936 with prospect of further increasing their volume, reports the *Wall Street Journal*, which has conducted a survey of the field, and estimates that other brands than the leaders account for 16.9 per cent. of all cigarettes currently being sold. This competitive situation would not appear to be one permitting the leading makers to relax their promotional efforts.

Flue-cured tobacco, which on the average probably amounts to 60 per cent. of the domestic tobacco used in blended cigarettes, declined in price last year to an average of 20.62 cents a pound compared to 27.5 cents the previous year. Burley tobacco markets opened December 1st, and sales on the Lexington market have averaged over 20 cents a pound against an average last year of 17.5 cents a pound.

The past year's production of cigarettes was the greatest in the history of the industry, and one month, July, set a high record of 13 billion 287 million 463 cigarettes. This one month exceeded the output for any fiscal year prior to 1913.

▼

CIGAR production in 1935 staged a good recovery from the previous year, although still far below the peak years before the depression. There was no interruption in the trend toward concentration of output in the lowest price class, although Class B, which includes cigars selling for more than five cents and up to eight cents, and those selling for twenty-five cents each or more showed large gains proportionately.

▼

CONSUMPTION of manufactured tobacco in 1935 was virtually on a par with that of 1934. Included in this general term is smoking tobacco for pipes, tobacco for rolling into cigarettes by the individual, chewing tobacco, scrap and plug. It was rather generally believed in the trade that there was no sharp decline in "rolling your own" during the year.

▼

IN THE hope that the smuggling of tobacco into prisons will come to an end that permission to smoke will be a new weapon in the hands of prison governors, which will be extremely useful for maintaining discipline, smoking will be allowed in Austrian prisons for the next two months for all prisoners, both political and criminal. It is believed that prisoners will fear withdrawal of the smoking privilege far more than being put in dark cells on bread and water. Consumption of cigarettes will be limited to ten daily, with the alternative of two small packets of pipe tobacco weekly. Smoking will be permitted only in the cells and not in the workshops or during exercise. Cheers greeted the announcement of the privilege in the prisons.

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

New Year Begins by Making New History

THE following statement has been issued by Charles Dushkind, Counsel and Managing Director of the Tobacco Merchants Association of the United States, in which Mr. Dushkind points out that the New Year 1936 has been ushered in with highly optimistic hopes and every indication of vastly improved business conditions.

A. A. A. Voided

Following almost three successive years of unparallelled and unprecedented events, the new year just ushered in has already begun making momentous history, opening the first chapter with the decision of the U. S. Supreme Court in the A. A. A. case, holding by 6 to 3 that the processing tax is unconstitutional and that the Act invades the reserved rights of the States. "It is a statutory plan," says the Court, "to regulate and control agricultural production, a matter beyond the powers delegated to the Federal Government."

It may be noted here that under the A. A. A. thus declared unconstitutional, the tobacco industry has paid over to the government the sum of $62,199,976.91 in processing taxes from the inception of the tax to November 30, 1935.

With the A. A. A. thus invalidated, new plans for dealing with the farm problem will probably be proposed before long. In fact, a conference of farm leaders was held in Washington on Friday and Saturday, January 10th and 11th.

New York Fair Trade Act Unconstitutional

As another noteworthy occurrence, reference may be made to the decision handed down on January 8th on the Feld-Crawford Fair Trade Practice Act passed by the New York Legislature last year, and which provided for fixing and maintaining resale prices on trade-marked articles. Several test suits were brought, and with but one exception the statute was held unconstitutional in the lower courts. The New York Court of Appeals, which is the highest judicial tribunal in the State of New York, has now rendered its decision upholding the lower courts and invalidating this statute.

Business Recovery

Reading the usual year-end statements recently published by business leaders in all walks of activity one cannot help but be impressed by the prevailing note of real optimism.

There is indeed a marked determination all around to go ahead—a return of courage if you will—a factor which assumes increasing importance when we recognize, as we must, the part played by psychological forces in business depressions.

There is unquestionably more justification for optimism today than there was at the beginning of 1935. Statistically, signs of better times are apparent in many fields, and furnish ample background for the general realization that a recovery from the depression is now in progress.

Turning to our own industry, we find ample evidence of progress. True in the year ended November 30, 1935 (the December 1935 figures are unavailable as yet) manufactured tobacco and snuff recorded a slight decline, but on the other hand the total cigar withdrawals registered an increase of approximately 5 per cent. on top of an increase of over 5½ per cent. in the preceding year, while cigarette withdrawals reached an all-time peak for the period, exceeding the peak established in 1934 by some 9 billions 774 millions, and being over 30 billions greater than the law established (since the beginning of the depression) in the year ended November 30, 1932.

Notable too, especially from the standpoint of the cigar industry, are the Reciprocal Trade Agreements with Cuba and the Netherlands—the latter particularly resulting in a substantial reduction in the import duties on wrapper tobacco from the Netherlands.

In the face of past history there is surely every reason to hope that our industry will make a highly satisfactory record in the new year just begun.

ENRIQUE PENDAS PASSES

ENRIQUE PENDAS, one of the best-known manufacturers in the cigar industry, passed away at his home in Tampa, Fla., suddenly on December 30, 1935.

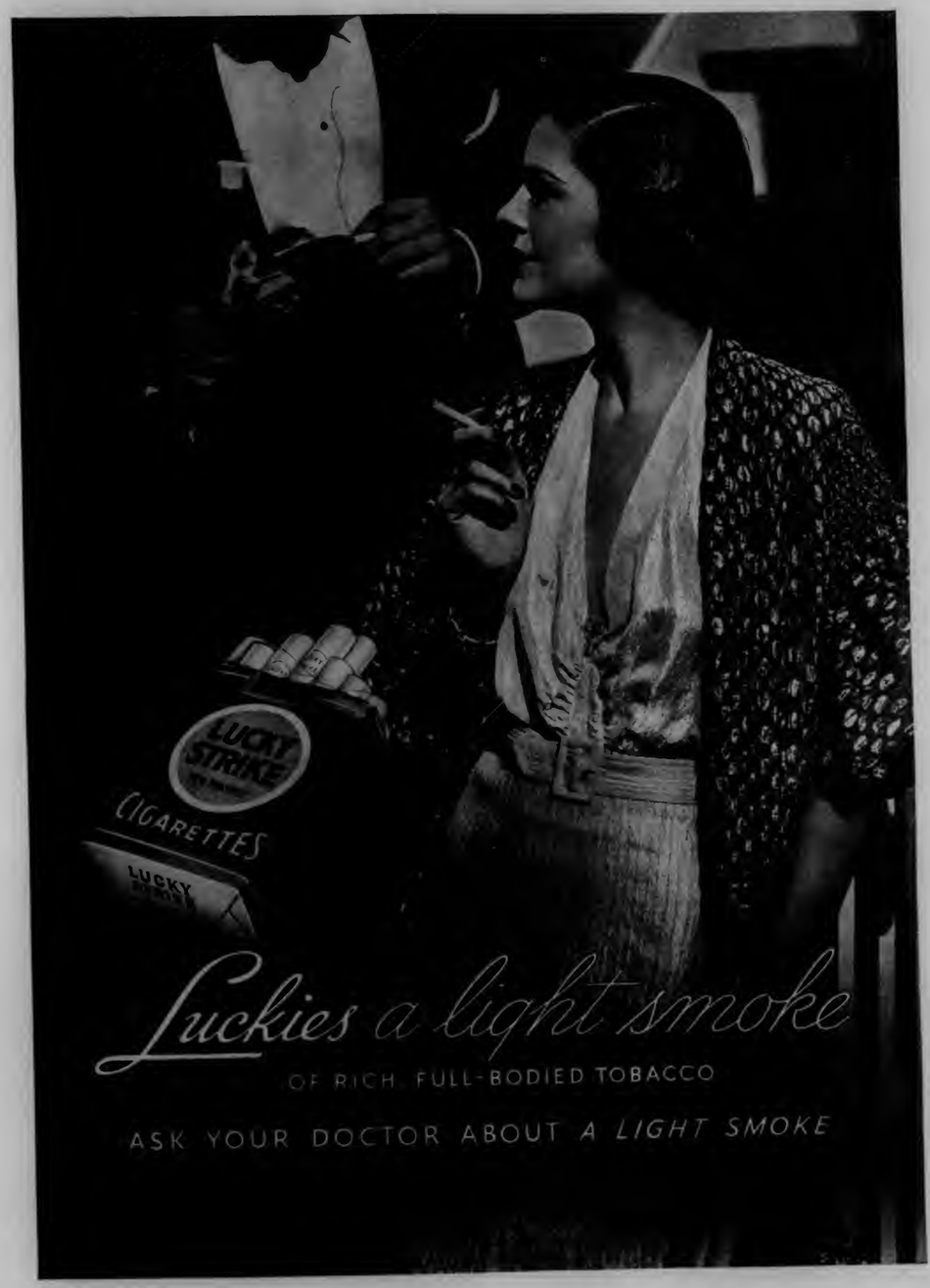
Mr. Pendas was born in Spain in 1865, and at the age of 16 years settled in Havana. Two years later he came to New York City, where he joined his uncle and became associated with the firm of Lozano, Pendas & Company. Four years later that company opened a factory in Tampa, Fla.; Mr. Pendas was then stationed there as factory manager. Some time later the firm was reorganized as Y. Pendas and Alvarez, and Mr. Pendas remained with the new company in the capacity of manager. The firm at that time produced the Webster, La Mia and Farragut cigar brands. In 1914 Mr. Pendas resigned from the company and was not engaged actively in the cigar industry for two years.

At the end of the two-year period Mr. Pendas accepted the position of manager of the American Cigar Company factories in Tampa, where he remained until 1923, when he again resigned and retired from active participation in the manufacture of cigars. He re-

(*Continued on page 12*)

CONSUMPTION OF TOBACCO IN CANADA, OCTOBER, 1935

An unrevised statement of tobacco, cigarettes, cigars and foreign raw leaf tobacco entered for consumption in Canada, issued by the Canadian Department of National Revenue, shows that during October, 1935, there were entered for consumption 1,586,753 pounds of cut tobacco, 356,978 pounds of plug tobacco, 73,172 pounds of snuff, 463,276,145 cigarettes, 13,276,725 cigars and 535,016 pounds of foreign raw leaf tobacco. Total figures giving tobacco and tobacco products entered for consumption during the first ten months of 1935, compared with the same period of 1934, as assembled from monthly unrevised statements, are as follows: Cut tobacco, 15,277,664 pounds; (15,144,190 in the first ten months of 1934); plug tobacco, 3,287,624 pounds (3,552,446); snuff, 585,582 pounds (657,970); cigarettes, 4,351,102,505 (4,014,548,275); cigars, 101,543,018 (94,183,065), and 6,218,872 pounds of foreign raw leaf tobacco (7,590,505). Stocks of foreign raw leaf tobacco in warehouse at the end of October, 1935, amounted to 4,489,538 pounds. Excise taxes were paid on 10,884,491 cigars during October, 1935.—(*Commercial Attache H. M. Bankhead.*)



PHILADELPHIA.

BAYUK BREVITIES

GEORGE BRANZELL, Bayuk territorial manager in Maryland and Virginia, has been confined to his home with illness, and is now recuperating . . . In the Hillsboro, Ohio, territory, where Phillies are distributed by B. R. Riber, a campaign has been inaugurated to further popularize the sale and distribution of the brand, through the assistance of H. L. Lacey, Bayuk salesman . . . Over in the Elizabeth sector in Northern New Jersey, M. Bergen and Sons are starting off with plenty of power behind Bayuk Phillies, for which new outlets are being opened in the territory, with the assistance of C. H. Wright, Bayuk salesman . . . Schulick-Taylor Co., of Wheeling, W. Va., are maintaining a steady demand for Phillies, and plans are being made for effective drives to enlarge distribution and sales . . . C. M. Bristow, Bayuk salesman, is assisting McMahan & Leib Co., of Anderson, Ind., in a promotion campaign on the brand . . . "The Cigar Most Men Smoke" is the theme of the displays in the freshly decorated windows in the seventh floor reception room.

Among the early visitors in town following the advent of the New Year were Abe Caro, of the Optimo factory, and Steve Hertz, representing D. Emil Klein Co., manufacturer of the Haddon Hall and Nottingham brands.

Harry Tint, who operated the retail stand at 1420 Chestnut Street, specializing in his own private brands and other high-grade cigar and tobacco products, also reports that 1935 proved the best year for his stand since he has been operating his own business.

Philip Freidman, of the Medal of Honor Cigar Co., reported that it was necessary for his factory to work a double shift in order to take care of the increased volume of orders which that factory received for holiday shipment, and their factory has just closed one of its most successful years.

Yahn & McDonnell Cigars, Chestnut Street, distributors of cigars, tobacco products and accessories, report that business with their house since the first of the year is showing remarkable activity, indicating that retailers throughout the city enjoyed a splendid holiday business.

G. H. P. JOTTINGS

ANNUAL conference of the divisional managers, factory heads and branch managers of the G. H. P. Cigar Co. was held at the Benjamin Franklin Hotel, Friday and Saturday, January 3d and 4th. Optimism was the order of the day as the men discussed the accomplishments of last year and embarked upon a year-round intensive selling campaign for 1936. A program of promotion on both El Producto and La Azora was worked out in full details, and all in attendance at the luncheon which wound up the conference went away from there resolved to keep busy in the exploitation of the company's brands every day of the New Year. And it is no long-shot bet that not the least busy of all of them will be Executive Vice-President Frank P. Will and Assistant Sales Manager Sol. Bornstein.

Augustus Spear, manager of the cigar stand at the Union League, reports that he has just closed one of his most successful years with that stand. All high-grade brands enjoyed a splendid call.

S. C. Butts, manager of the Hotel Bellevue-Stratford cigar stand, reports that he has just closed a wonderful year at that stand. Those brands enjoying the greatest sale at his stand include the imported brands Don Sebastian, Wagner and Monticello, which was partly due to the splendid manner in which they were displayed.

Mr. Brown, manager of the Smokes & Sweets Shop at the Hotel Ambassador, Atlantic City, has just returned from a very pleasant vacation visit in Havana, where he visited the various factories located there. Mr. Brown reports a splendid year of business during 1935, with every indication that 1936 will prove even better.

John Wagner & Sons, Dock Street, distributors of high-grade tobacco products, report that 1935 proved one of the best years for their house in a long time. Imported cigars enjoyed a particularly heavy sale during the holiday season just past, and their stocks were heavily depleted. However, rush orders were wired to Havana and their new stock will be one of the first under the wire in this New Year.

Supreme Court Decision in AAA Case

WITH reference to the momentous decision rendered January 6 by the United States Supreme Court in the processing tax case, we are advised that the Bureau of Internal Revenue immediately sent telegrams to all Collectors of Internal Revenue *directing immediate suspension of the collection of all processing taxes.*

It is further reported that announcement was made on behalf of Secretary of the Treasury Morgenthau that "no further steps would be taken for the collection of processing taxes, new or old," and that "for the present no checks will be issued for rental or benefit payments or refunds or for administrative expenses."

No further information as to the future course of the administration—whether as regards refunds, or with respect to crop control, or other crop regulations, etc.—is as yet available. It is hoped, however, that the Government will decide upon and announce its future policy in that regard shortly.

On the question of crop control, it will be particularly interesting to note the following excerpts from the Supreme Court decision, to wit:

". . . The act invades the reserved rights of the states. It is a statutory plan to regulate and control agricultural production, a matter beyond the powers delegated to the federal government. The tax, the appropriation of the funds raised, and the direction for their disbursement, are but parts of the plan. They are but means to an unconstitutional end.

. . . . . .

". . . To forestall any suggestion to the contrary, the Tenth Amendment was adopted. The same proposition, otherwise stated, is that powers not granted are prohibited. None to regulate agricultural production is given, and therefore legislation by Congress for that purpose is forbidden.

. . . . . .

"It is said that Congress has the undoubted right to appropriate money to executive officers for expenditure under contracts between the government and individuals; that much of the total expenditures is so made. But appropriations and expenditures under contracts for proper governmental purposes cannot justify contracts which are not within federal power. And contracts for the reduction of acreage and the contral of production are outside the range of that power. An appropriation to be expended by the United States under contracts calling for violation of a state law clearly would offend the Constitution. Is a statute less objectionable which authorizes expenditure of federal moneys to induce action in a field in which the United States has no power to intermeddle? The Congress cannot invade state jurisdiction to compel individual action; no more can it purchase such action."

At the end of the decision the Court said:

"Since, as we have pointed out, there was no power in the Congress to impose the contested exaction, it could not lawfully ratify or confirm what an executive officer had done in that regard. Consequently the Act of 1935 does not affect the rights of the parties."

Cuban Tobacco

In connection with the crop control program as affecting the duties on Cuban Tobacco under the recent Trade Agreement with Cuba, reference is made to the following provision which appears in Schedule II as a note to the tobacco reduction provisions (referred to as Items 601-605 of the Tariff Act of 1930), to wit:

"If and when the Secretary of Agriculture of the United States gives public notice that the cigar tobacco adjustment program in the United States has been abandoned or substantially abandoned, the duties on tobacco and manufactures of tobacco imported into the United States from Cuba shall be determined as though such commodities were not enumerated and described in this Schedule; provided, however, that the rates of such duties shall not exceed those imposed on the day of the signature of this Agreement."

It must be added, however, that in view of the reduction of the duty on *wrapper* tobacco, recently agreed to under the new Trade Agreement with the Netherlands, which becomes effective on February 1st, it seems that the duty on *wrappers* imported from Cuba will be entitled to the same rate of duty imposed on wrappers imported from the Netherlands less a preferential of 20 per cent., as will be seen from Article III of the Trade Agreement with Cuba, which reads as follows:

Article III, Cuban Treaty

"Articles the growth, produce or manufacture of the Republic of Cuba enumerated and described in Schedule II annexed hereto and made a part of this Agreement, shall, on their importation into the United States of America, be granted exclusive and preferential reductions in duties not less than the percentages specified respectively in Column 1 of the said Schedule, such percentages of reduction being applied to the lowest rates of duty, respectively, now or hereafter payable on like articles the growth, produce or manufacture of any other foreign country.

. . . . . .

"Every article the growth, produce or manufacture of the Republic of Cuba which is not provided for in Article I, and which is not enumerated and described in Schedule II annexed to this Agreement, shall, on importation into the United States of America, be granted an exclusive and preferential reduction in duty of not less than 20 per centum, such percentage of reduction being applied to the lowest rate of duty now or hereafter payable on the like article the growth, produce or manufacture of any other foreign country."

Column 1 of Schedule II above referred to provides for a 20 per cent. minimum preferential reduction to Cuba on "Wrapper tobacco and filler tobacco when mixed or packed with more than 35 per centum of wrapper tobacco, if unstemmed."

Tobacco Merchants Association of the U. S.

DEISEL-WEMMER-GILBERT EARNINGS

Deisel-Wemmer-Gilbert Corporation, September quarter, net profit, $118,626, or 50 cents per common share; preceding quarter, net $102,724, or 42 cents per share; September quarter, 1934, net $141,854, or 59 cents per share. Nine months to September 30th, net profit, $280,873, or $1.12 per share.

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issued 1929 — JANUARY 15, 1936 — *Prepared twice a month*

PHULOFAX
(*The Retailer's Friend*) SAYS

Did you, Mr. Retailer, work some good stunts to increase cigar sales for Christmas? Make memorandum for reference so as to work again next Christmas. Check back too on some selling ideas you may have used this past Christmas that were not so hot . . . make memorandum not to work next year.

—o—

How many times so far this year have you written 1935 instead of 1936?

—o—

If there are no more cigars smoked each day during 1936 than there were in 1935, there will be more cigars smoked in the year 1936 than there were in 1935. Phil going bugs? No, figure it out yourself!

—o—

"I never realized how handy it was to have a box of cigars around the house until I got a box as a Christmas present," so said a customer the other day. Retailers, capitalize now on this fact and start to talk up cigars by the box.

—o—

It is a false idea to believe that there is no cigar buying by consumers in January because of so many smokers "getting cigars for Christmas." The average man gets one box of 25 for Christmas . . . now he has to be a cigar smoker or else he wouldn't have got cigars for Christmas . . . therefore, as a cigar smoker he smokes a minimum of, let's say, four a day. All right, then, his box of cigars is consumed between Christmas and New Year's and he is ready to buy again the first day of January. Right?

—o—

"If I were a Sales Manager, would I employ me?" If so, why? If not, why? There's a self-analysis form for any Salesman!

—o—

Phil attended recently a sales meeting of 22 salesmen . . . nine of the 22 made use of a lead pencil and memorandum pad . . . strange as it does NOT seem, eight of the nine were the top salesmen of the organization!

—o—

Phil sincerely says: "A million thanks to all who so kindly sent him greeting cards for Christmas and New Year . . . folks, I sure got a lot of 'em . . . thanks again."

—o—

"Thanks for your tip-off, Phil . . . I followed up all my customers who purchased cigars by the box for Christmas and last week I sold 9 boxes."

Phil feels as good about your success as you do, Arthur. Keep up the fine work!

—o—

Sure you broke some New Year's Resolutions, but what of it . . . big point is—how many are you keeping?

Phil W. Phulofax D. B. I.

**Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.*

WE ARE EXPECTING GREAT THINGS OF THIS YOUNG MAN

Hello there, Mr. Retailer. Meet our young friend 1936. We are expecting great things of him. And he's going to be mighty good to you too—if you really want him to be.

In fact, 1936 is going to be the biggest, busiest, brightest year you have had in a long, long time.

How do we know? Well, as we look around we see any number of straws that show the way the wind is blowing—and it's blowing in the right direction.

For instance. The brainy boys who collect the statistics and make the charts you see on the financial pages of the newspapers, tell us that business is just about back to where it was in 1925-26. And those years were not to be sneezed at by any means.

The big fact-and-figure men likewise say that retail trade at Christmas was the best since '29. If you were in the stores just before Santa Claus started his swing around the circuit you don't need anybody to tell you that there was plenty doing.

Putting two and two together, we say that more cigars will be sold in 1936 than in quite a few years. We'll bet our shirt on that one. That brings us back to where we started. You can make some real money in 1936—*if you really want to.*

What do we mean *if?* Just this—if you'll do what it takes to get business. Give the public what they want—the kind of service they want—and the kind of cigars they want. Get behind the big popular brands. Display them on your counter—display them in your window—give them a chance to say, "Here we are" to the men who are looking for them.

And one thing more. For Pete's sake, why not get together with all the other retailers in your neighborhood and agree not to cut prices this year? What in thunderation is the use of everybody's cutting his neighbor's throat and all riding merrily off to the poorhouse in a bandwagon?

All those in favor of going places and doing things this year, say "Aye." The Ayes have it. Let's get going!

A BOSS BOOSTER OF BOX SALES

A druggist out in Kansas decided he would like to build up his box trade. So he has worked out a convincing little sales talk that goes something like this:

DRUGGIST: *(to customer who has stopped at the cigar counter for one or two cigars)* Look here, Mr. Jones, let me save you some money.

CUSTOMER: *(laughs)* O. K., Doc. That won't make me mad. What's the idea?

DRUGGIST: Well, you smoke at least five or six cigars a day, don't you?

CUSTOMER: Sure. That many at least.

DRUGGIST: Well, why don't you buy 'em by the box? Of course, I can make more money selling 'em to you a few at a time. But what the heck? If you buy 'em by the box you save—let me see—you save just about ten per cent. And ten per cent is worth saving these days.

* * * *

The druggist reports this little brain storm of his as a great business getter, particularly in the case of customers who have charge accounts, and so don't have to plank the cash right down on the counter. Once a customer gets the box habit, it's easy. When he comes in the store the druggist merely has to remind him: "How about another box of your favorite?"

BAYUK BRANDS BUILD BUSINESS

Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

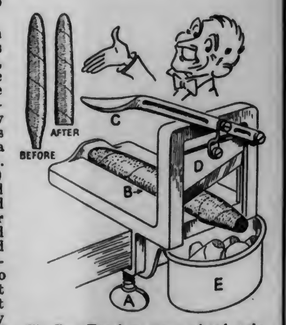
PATENTS UNAPPLIED FOR—No. 4

CIGAR SHAPE TRANSFORMER

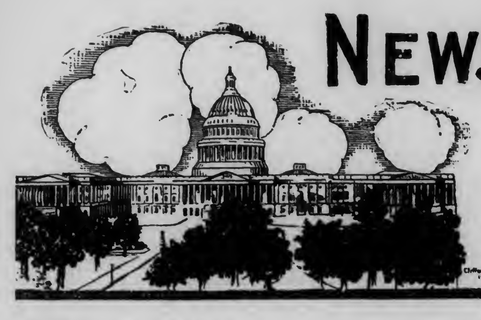
Prof. H. E. ZANUTT, I. K. I.—Inventor

Object: To change any Perfecto shape into a Londre.

This ingenious device which makes it unnecessary for retailers to carry any but Perfecto shapes, will be welcomed by all who desire to cut down their inventories. The idea is a miniature guillotine, attached to counter by set-screw (A). When the customer asks for a Londre, the dealer takes a Perfecto and fits it into trough (B). A quick pressure on lever (C) causes knife (D) to descend and neatly behead the cigar, the end falling into cup (E). The customer will be both astonished and pleased to see a Perfecto so quickly and effectively transformed into a Londre. Should a customer object to the shortening of his cigar, it should be tactfully explained that a smoker invariably throws away the last inch of his cigar, and therefore the Shape Transformer renders him an extra service by removing this superfluous inch beforehand.



The Shape Transformer was perfected at the request of Mr. John Mellon, Brooklyn, N. Y. In the next issue the Professor will explain a device suggested by Mr. Chas. R. Cox, Boston, Mass.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A NEW DRIVE to accomplish the Administration's aim to bring about the decentralization of industry, but by state rather than Federal enactment, is expected to be launched in the near future.

One of the results of the drive would be to make impossible the operation of retail chains by tobacco corporations.

Devised by a national organization of distributors in a field in which distribution is largely controlled by the producers, the scheme calls for the enactment of legislation by the individual states definitely closing their doors to foreign corporations.

Based on the contention that the state is the sole arbiter as to what corporations may do business within its borders, legislation has been drafted for submission to the state legislatures under which no foreign corporations, except common carriers and insurance companies, would be permitted to engage in intrastate business in the enacting states.

It is also provided that no domestic corporation shall be granted a charter if it is controlled directly or indirectly by any other corporation, through stock ownership or contractual arrangement, and no domestic corporation would be permitted to engage in business as both a manufacturer and distributor.

The legislation would require the revocation of existing charters to foreign companies by the enacting states, the constitutionality of which is seen as a major stumbling block to the plan.

Under the proposed law, no manufacturing or distributing corporation in one state would be permitted to establish a branch in another state, nor could it form a subsidiary corporation to operate within that state.

MEETING in highly secret session behind closed doors, the "council for industrial progress" fathered by George L. Berry, President Roosevelt's Co-ordinator for Industrial Cooperation, convened in Washington January 6 to serve as the "voice of industry" in the development of a successor to the NRA.

Big business, including the tobacco manufacturers, was conspicuous by its absence from the meeting, as was the case with the original riotous conference on December 16, but representatives of a number of the distributing trades were present, including W. A. Hollingsworth and S. Hartman of New York, the latter counsel, representing the Retail Tobacco Dealers of America; James Kolodny of Jersey City, executive secretary of the National Association of Tobacco Distributors, and J. C. Lanier, Greenville, N. C., executive secretary of the National Association of Auction and Loose Leaf Tobacco Wholesalers.

As President Roosevelt's co-ordinator discussed with his handful of faithful supporters the task he has set himself of making the nation conscious of its "industrial maladjustment", the United States Supreme Court dealt another body blow at the New Deal, declaring the agricultural adjustment act invalid as an invasion of states' rights.

With the AAA following the NRA into the limbo of the illegitimate, labor delegates to the Berry meeting foresaw the utter defeat of all plans to force general adoption of the 30-hour week and began a discussion of a "compromise" at 38 or 40 hours. Other subjects of consideration were the minimum wage and the outlawing of child labor.

Nothing was accomplished at the conference except to appoint committees to study various subjects, which are to make their reports to another meeting to be held at some undesignated date in the future.

In a formal statement issued following the meeting, Berry admitted that "several industrial groups" failed to participate, but declared "it is encouraging to know that for the first time in the history of the nation, representatives of management and labor have met, discussed frankly, and sought to find a solution of the economic maladjustments existing in our industrial life."

Berry again denied that he was seeking to revive the NRA, and explained that eventually a report from his council would be sent to the President, who "perhaps" would transmit it to Congress.

TOBACCO tax collections during the fiscal year ended June 30, last, reached the highest figure ever attained since initial adoption of such levies in 1862, totaling $459,178,625, an increase of $34,009,728 over the preceding fiscal year, according to the annual report of the Bureau of Internal Revenue.

The previous high record was made in 1930, when $450,339,060 was recorded, collections the following year declining for the first time in a decade.

The tax on small cigarettes amounted to $385,459,571, which represented an increase of $35,797,625, or 10.2 per cent., over the previous year and also repre-

(*Continued on Page 14*)

GENERAL CIGAR CO. REFLECTS BETTER CONDITIONS

ACCORDING to a news release by the Boston News Bureau, the General Cigar Company's balance sheet at the end of 1935 showed about $3,300,000 in United States Government securities, and almost $2,000,000 in cash. It is the company's intention to maintain this cash as a reserve fund to permit maintenance of the $4 annual dividend rate pending earnings recovery, despite the fact that earnings will fail to cover the rate this year, and that less than the quarterly dividend probably will be earned in the first quarter of 1936—seasonably the poorest quarter.

Earnings for the first nine months of 1935 were $1.90 a share, against $3.05 in the corresponding 1934 period. Earnings in the final quarter, however, will be slightly better than the $1.14 a share earned in the last quarter of 1934, and net for the year will therefore run a few cents over $3 a share—perhaps $3.10.

For next year prospects are brighter. There is a possibility that the processing tax will be outlawed; this tax costs the company some $0.90 a share annually. While a substitute tax may be enacted in that event, there would be at least a temporary saving until the new tax could be put into effect, and, in addition, the company would doubtless receive a refund equivalent to about $0.50 a share of taxes paid and held in escrow since an injunction was granted. Taxes equal to over $1 a share, paid under protest before the injunction was secured, can probably not be recovered. Another promising factor for next year is the prospect of a reduction in the tariff on Sumatra tobacco.

Translated to a per share basis, this tariff saving to General Cigar will be at the rate of almost $0.70 a share annually in the first half and at the rate of close to $1.20 a share annually in the more important second half—a net saving for the year of almost $1 a share, which, however, will be reduced somewhat by the higher prices for Sumatra leaf which competition of buyers, after the tariff has been reduced, will probably force.

In any event, there are potential savings of up to $1.70 a share which could ensue as a result of outlawing of the processing tax and reduction in the Sumatra tariff. Class C cigars made by the company (the eight- to fifteen-cent classification, represented by Robert Burns) have in recent months begun to make a moderately better showing than the class as a whole.

Despite increased competition, General has maintained its position as the largest domestic manufacturer of cigars, with sales for 1935 estimated at some 25 per cent. larger than its next largest competitor.

R. H. BYTHINER DIES

RICHARD H. BYTHINER, well-known leaf tobacco salesman, and more recently associated with the Mazer-Cressman Cigar Co. of Detroit, passed away on December 27th at his home in New York City following a lingering illness. Dick, as he was known to his friends, underwent an operation for mastoid infection about two years ago, and, despite every care, his health declined steadily from that time until his death.

Dick was the son of the late Louis H. Bythiner, long engaged in the tobacco brokerage business in Philadelphia. After Dick had gained sufficient knowledge and experience in the leaf tobacco business through his father, he became associated with H. Duys and Co. of New York City, and a short time later became associated with E. Rosenwald & Bro., where he remained until members of that firm acquired control of the Mazer-Cressman Cigar Co. in Detroit. Shortly thereafter Dick became associated with that company and was enthusiastically engaged in the promotion of their Flor de Manuel, Lord Stirling and Counsellor cigar brands.

Funeral services were held privately in the Universal Chapel, in New York City, with interment in the family mausoleum at Union Fields.

He is survived by his widow, Mrs. May Blumenthal Bythiner; a daughter, Mrs. Marjory B. Bleyer; three brothers, Alfred, Eugene and Harry; and two sisters, Mrs. Joseph Turner and Mrs. Lee Jacobs.

JACK MILLER BECOMES IRTA PRESIDENT

At the annual installation of officers and directors of the Independent Retail Tobacconists Association, held in New York City recently, Jack Miller, the newly elected president, assumed that office. The installation was preceded by a dinner, at which a good majority of the members of the Association were present.

The other officers and directors of the Association are: Harry Weissburst, first vice-president; Bernard Schwarz, second vice-president; Ben Friedman, third vice-president; Jesse Barnett, fourth vice-president; Jack Levine, treasurer; Arthur Jones, financial secretary; Bernard Vernstein, recording secretary, and Harry Oberstein, sergeant-at-arms. The directors are: Eric Calamia, former president; William A. Hollingsworth; Irving Berkman, Irving Clayman, Benno Wohlgemuth, Al Davis, and Harry Walker.

TOBACCO FACTORIES IN OPERATION CLASSIFIED ACCORDING TO EXTENT OF PRODUCTION CALENDAR YEARS 1933-1934

Output of Tobacco (Pounds)	*Number of Factories*		*Manufactured Tobacco Produced*		*Per Cent. of Total*	
	1933	*1934*	*1933*	*1934*	*1933*	*1934*
Under 50,000	801	759	2,554,000	2,753,000	0.75	0.80
50,000 to 100,000	18	17	1,287,000	1,206,000	.37	.35
100,000 to 250,000	13	9	2,088,000	1,425,000	.61	.41
250,000 to 500,000	12	12	4,372,000	4,132,000	1.28	1.20
500,000 to 5,000,000	13	13	17,589,000	19,752,000	5.14	5.71
Over 5,000,000	20	20	314,223,000	316,298,000	91.85	91.53
Total	877	830	342,113,000	345,566,000	100.00	100.00

(NOTE: The number of factories does not reflect the number of manufacturing concerns, each licensed factory being counted as a separate unit. Note also that the number of factories is the total number which operated during the year, the number in operation at the end of the year totaling, for example, only 738 in 1934.)

MANUFACTURERS IN BUSINESS AT CLOSE OF CALENDAR YEARS 1932-1934

TOBACCO MANUFACTURERS

Producing	*1932*	*1933*	*1934*
Plug tobacco exclusively	5	6	6
Twist tobacco exclusively	21	17	15
Fine cut tobacco exclusively	5	5	6
Scrap chewing tobacco exclusively	66	67	70
Smoking tobacco exclusively	518	434	370
Snuff exclusively	21	18	21
Two or more kinds	159	218	250
Total	795	765	738
Quasi manufacturers except perique	195	190	194
Perique producers and dealers	46	45	25
Total	1,036	1,000	957

CIGAR MANUFACTURERS

Producing	*1932*	*1933*	*1934*
Small cigars exclusively	1	0	0
Large cigars exclusively	5,771	5,449	5,169
Small cigarettes exclusively	72	78	67
Large cigarettes exclusively	1	0	0
Two or more kinds	55	57	52
Total	5,900	5,584	5,288

CIGAR FACTORIES IN OPERATION CLASSIFIED ACCORDING TO EXTENT OF PRODUCTION CALENDAR YEAR 1934

Output—Cigars (in Millions)	Number of Factories	Total Production	Per Cent.	Average Production per Factory
Under ½	5,708	268,641,000	5.94	47,000
½ to 1	134	95,798,000	2.12	714,000
1 to 2	88	124,725,000	2.75	1,417,000
2 to 3	42	101,962,000	2.25	2,427,000
3 to 4	36	127,008,000	2.81	3,528,000
4 to 5	19	84,813,000	1.87	4,463,000
Sub-Total	6,027	802,947,000	17.74	133,000
5 to 7½	39	238,781,000	5.28	6,122,000
7½ to 10	18	153,498,000	3.39	8,527,000
10 to 20	34	488,191,000	10.79	14,358,000
20 to 40	14	385,299,000	8.51	27,521,000
Over 40	28	2,457,064,000	54.29	87,752,000
Total	6,160	4,525,780,000	100.00	734,000

(NOTE: The number of factories shown does not reflect the number of manufacturing concerns. Each licensed factory is counted as a separate factory. In other words, where a manufacturing concern operates more than one factory, each factory, for the purpose of this table, has been counted as a separate unit. Note also that the number of factories shown is the total number which operated during the year. The actual number of factories in operation at the close of the year given was considerably less than the number in operation during the year. For example, on December 31, 1934, total number in operation was only 5,190, while on December 31, 1933, the total number in operation was 5,473.)

1936 CALIFORNIA EXPOSITION TO FEATURE INTERESTING TOBACCO EXHIBITS

Tobacco exhibits, tracing the plant from seed to smoker, are to be among the most interesting at the 1936 California Pacific International Exposition. Modern machine methods of cigarette manufacture and cigar production are to be included in various displays, designed to impress upon the public sanitation and selective steps taken in obtaining the highest quality of plants grown. Cigar and cigarette companies predominate in the tobacco displays.

Superiority of the American product is to be stressed by domestic manufacturers, although at an exposition international in scope, foreign brands and blends of tobacco are displayed and their methods of manufacture explained.

Mexico leads in foreign tobaccos displayed but except for a few brands of higher priced cigars the southern republic has made little headway in tobacco trade in Western America. Mexican cigarettes are manufactured in a variety of types and a few brands are mild and pleasant to the taste, but none of them have become a contender for a place on the American market. Most of those sold along the border are smoked by adventurous Americans as a novelty.

No tobacco is grown in commercial quantities in the southwest nor in western Mexico. The latter country depends upon the region along the gulf coast for its domestic supply, while southeastern states furnish almost the entire supply for western United States.

Tobacco methods of manufacture are expected to be among the most interesting in the Varied Industries Building or other sections of the industrial exhibits, which will center around the huge Palace of Transportation. In this building will be shown the March of Transportation, in which Henry Ford is joining with a great many relics from his Dearborn Museum. Other manufacturers, railroads, steamship lines, aircraft companies, travel firms and others are joining to make this the most comprehensive display of its kind ever assembled.

New amusements, new landscaping, exhibits of every kind all have been created for the 1936 Exposition, which will be greatly enlarged from the fair last year, which attracted 5,000,000 visitors from all parts of the world. An attendance of more than 6,000,000 is anticipated this year before the closing date, September 9th.

ENRIQUE PENDAS

(*Continued from Page 4*)

mained in retirement until 1929, when the death of Laureano Torres deprived the Regensburg factory of its manager and Mr. Pendas again accepted the post of manager with that company, where he remained until the time of his death.

Mr. Pendas was always active in the civic, fraternal and business associations of his city and had a host of friends who deeply mourn his passing.

Funeral services were held on December 31st at the Sacred Heart Church, with interment in Loma Vista Mausoleum.

He is survived by his widow, Mrs. Rosalia Pendas; two sons, Armanda and Daniel; two brothers, Jaime and Alfredo; and one sister, Mrs. Leonor Garcia.

MARKETS REPORT GOOD PRICES FOR SMOKING GRADES OF BURLEY

THE burley tobacco markets, during their first week of operation this season, showed a strong upward trend from last year's prices on all smoking grades. The markets were weak, however, in the filler or chewing grades, according to the tobacco market news service of the Bureau of Agricultural Economics. Prices gathered at Lexington and Shelbyville, Ky., and Greenville, Tenn., showed greatest strength in the granulators or flyings. The 1934 prices represent mainly sales at Knoxville, Tenn.

The averages of sales observed showed an increase of $3.10 per hundred in the "F" or tan to light red colors of heavy leaf grades, but a decrease of $1.10 per hundred in the "R" or red grades, including red tips. Thin leaf (C) grades in the "F" colors showed an average increase of $4.40 per hundred over last year, and the X group, granulators or flyings, an increase of $5.40 over 1934. Prices were obtained on the following grades:

	1934	*1935*
Heavy Leaf		
B1F	$26.90	$30.20
B2F	23.60	28.20
B3F	18.30	21.80
B4F	14.40	15.50
Heavy Leaf (fillers and tips)		
B2R	15.00	15.50
B3R	12.10	11.70
B4R	9.70	8.20
B3RT	10.00	9.80
B4RT	8.30	5.90
B5RT	6.70	4.20
Lugs or Cutters		
C1F	28.50	33.20
C2F	27.90	31.80
C3F	24.90	29.10
Granulators or Flyings		
X2L	27.70	32.30
X3L	23.70	29.00
X1F	28.50	32.40
X2F	25.90	31.60
X3F	21.10	28.30
X4F	17.70	23.60

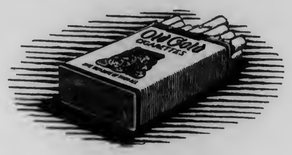
TOBACCO REDUCED IN WARREN COUNTY, OHIO

TOBACCO production in Warren County, Ohio, in 1934, was 862,185 pounds less than in 1929, according to a preliminary report for the 1935 Federal Farm Census released today by Director William L. Austin, Bureau of the Census, Department of Commerce.

The harvested acreage of all crops in 1934 totaled 106,479 acres as compared with 109,939 acres in 1929. Tobacco was reduced in this five-year period from 1796 to 634 acres. Corn harvested for grain increased in the same time from 40,276 to 45,136 acres, with a slight decrease in production from 1,194,794 to 1,190,781 bushels. Wheat production for 1934 was 455,343 bushels, an increase of 87,715 bushels over the 1929 crop. Oats threshed decreased 7334 acres, or 85 per cent. Oats cut and fed unthreshed decreased from 3387 to only 659 acres. The combined acreage of hay and sorghums for forage showed an increase of 16 per cent., with a decrease in production of about 26 per cent.

The greater interest in livestock is apparent in the increase in pasture land from 83,423 to 99,025 acres between 1929 and 1934.

THREE POPULAR LEADERS
By P. Lorillard Co., Inc.



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America's Smoothest Cigarette

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Quality Made It Famous

10¢ & 15¢ 10¢ TINS

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OPTIMO CIGARS — VERY MILD — VERY MILD

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Write for List of Flavors for Special Brands

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

CIGAR FOREMAN—PAST MASTER ON AUTOMATIC AND all other cigar and bunch machines, also handwork. Go anywhere. Highest references. Open for position. What have you? A. O. Weiser, 214 N. Twelfth Street, Philadelphia, Pa.

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ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

TRANSFERS

CHELTENHAM:—38,670 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered April 14, 1914, by Heywood, Strasser & Voight, New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the registrants, to Philip Morris & Co., Ltd., New York, N. Y., December 30,1935.

GOLD BOND:—4,539 (Trade-Mark Record). For cigars. Registered November 1, 1887, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred to A. L. & A. G. Kaufman, New York, N. Y., and re-transferred to E. M. Schwarz & Co., New York, N. Y., October 25, 1919, which concern was succeeded by Consolidated Cigar Corp., New York, N. Y.

AMERICAN VICEROY:—20,749 (U. S. Tobacco Journal). For cigars. Registered January 3, 1899, by F. M. Howell & Co., Elmira, N. Y. Transferred to Brown & Williamson Tobacco Corp., Louisville, Ky., December 28, 1935.

FRANCHISE:—46,509. For cigars. Registered December 5, 1935, by El Moro Cigar Co., Greensboro, N. C. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our affiliated Bureaus, had been in use by H. L. Haines & Co., Red Lion, Pa., for a great many years, and transferred to the registrant on September 25, 1935.)

ROBERT FULTON HIGHWAY:—44,257 (Tobacco Merchants Association). For cigars. Registered June 11, 1925, by H. L. Haines & Co., Red Lion, Pa. Transferred to El Moro Cigar Co., Greensboro, N. C., September 25, 1935.

LA FLOR DE ROBERT FULTON:—3056 (United States Tobacco Journal). For cigars. Registered January 9, 1885, by Witsch & Schmitt, New York, N. Y. Transferred to H. L. Haines & Co., Red Lion, Pa., and re-transferred to El Moro Cigar Co., Greensboro, N. C., September 23, 1935.

SUN CURE:—24,341 (Tobacco Leaf). For cigars. Registered November 26, 1902, by The Joseph C. Buchart Cigar Co., Evansville, Ind. Transferred to Eli Witt, Tampa, Fla., and re-transferred to Havatampa Cigar Co., Tampa, Fla., May 5, 1930.

LA TERESA:—120,680 (United States Patent Office) For cigars. Registered February 26, 1918, by Kraus & Co., Inc., Baltimore, Md. Through mesne transfers acquired by H. Anton Bock & Co., New York, N. Y., and re-transferred to The S. Frieder & Sons Co., Cincinnati, Ohio, December 12, 1935.

NEWS FROM CONGRESS

(Continued from Page 10)

sented 84 per cent. of the total tobacco taxes collected, it was reported.

Taxes of $976,068, an increase of $3,014 over the fiscal year 1934, were collected on 11,693,440 packages of domestic cigarette papers and 59,,448,000 packages of imported papers and 24,827,000 domestic tubes and 36,613,000 imported tubes, the report showed.

Tax-free cigarette papers and tubes, the former exempt when packages do not contain more than 25 papers and the latter when used by cigarette manufacturers, included 2,684,926,917 domestic and 2,482,-499 imported packages of papers and 26,170,100 cigarette tubes, it was stated.

During the year 1,043 permits were issued for the withdrawal of tobacco products tax-free for use of the United States, covering 21,399,000 cigarettes and 266,-576 pounds of manufactured tobacco.

FEBRUARY 1, 1936

VOLUME 56 — No. 3

THE TOBACCO WORLD

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COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

CAMEL'S "TRY 10" OFFER CONVINCES NEW THOUSANDS EVERYWHERE!

Read Our Invitation to You

Smoke 10 fragrant Camels. If you don't find them the mildest, best-flavored cigarettes you ever smoked, return the package with the rest of the cigarettes in it to us at any time within a month from this date, and we will refund your full purchase price, plus postage.

(Signed) R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, North Carolina

Knowing the finer, more expensive tobaccos used in Camels, we make this offer . . . confident that you'll find your ideal cigarette in Camels. . . . For experience shows that people quickly sense the difference in Camel's COSTLIER TOBACCOS!

Camels must please you, or they cost you Nothing!

THE TOBACCO WORLD

Vol. 56 FEBRUARY 1, 1936 No. 3

GERALD B. HANKINS, who has been associated with THE TOBACCO WORLD for the past fifteen years, resigned from active participation in the publication on January 17th to enter the retail business on his own. During the past ten years he has carried this publication along under his own steam, so to speak. He has been loyal and faithful in the performance of his duties, and knew no limitation of hours when there was work to be done.

While we deeply regret his decision to sever his connection with THE TOBACCO WORLD, we admire his pluck in setting forth at this time to wrest a greater immediate harvest for his efforts.

The best wishes of THE TOBACCO WORLD, as well as those of his many other admiring friends, go with him in his new adventure, and all feel sure that the ship which he is launching will come safely to anchor in the port of Success.

He will not be out of touch with the cigar industry, for the business in which he has engaged includes a full line of tobacco products. His place of business is located at 138 Philadelphia Avenue, Egg Harbor City, N. J. (Philadelphia Avenue is the main intersection with the White Horse Pike, and his place of business is about half a block from the pike, requiring a left-hand turn at the intersection if you are headed toward Atlantic City.)

We know that he will be glad to see any of his friends who happen to be rolling down the White Horse Pike, and if by chance they should be out of cigars, cigarettes or smoking tobacco in the vicinity of Egg Harbor City, N. J., they now know a place that has "WELCOME" on the door and where their supplies may be replenished.

▼

THE sudden death of Enrique Pendas, general manager of the E. Regensburg & Sons factory in Tampa, Fla., this past December, reminded us poignantly that "Time Marches On." And it brought with it a flood of memories. There was a time when the tide of business activities brought us in close contact with Mr. Pendas, and we have many happy recollections of our visits with him. In that period he was manager of the several factories of the American Cigar Company in Tampa. And during one of many interesting conversations with him, he, in his peppery manner, blasted us with a statement that we will never forget. It was something that may well be set down as his tribute to the Tampa cigar manufacturers and Tampa cigarmakers.

We were in conversation with him in his office in the El Principe de Gales factory, as we remember, when a phone call made it urgent for him to go to the M. Valle y Ca. factory. He invited us to accompany him, and we were happy to do so.

After he had disposed of the important business on hand, he took us to the packing room. It was late November and the fine sizes for the holiday trade were being hurried to their destination. With the pride which was a part of him, and rightfully so, he showed us one special size after another made for exclusive clubs, expensive hotels and the private humidors of wealthy men of the land.

Among our errands in Tampa was the matter of discussing with the cigar manufacturers the question of the standardization of cigar sizes. (We had gone to Tampa direct from Washington, and the Bureau of Standards of the Department of Commerce had placed this baby in our lap enroute.)

As one beautiful size after another was flashed on our vision by Mr. Pendas, it occurred to us that this was just the proper time to bring up the subject of the standardization of cigar sizes.

(We are of the opinion now that no moment would have ever been opportune to bring up the subject of the standardization of cigar sizes with Mr. Pendas. And, certainly, the moment that we chose proved us to be the world's worst "guesser.")

Just at that moment Mr. Pendas was exhibiting a box of clear Havanas of an unusual size which he said was part of an order of twenty-five hundred cigars for a wealthy Clevelander. They were in Class E with plusses.

When we raised this question of standardization, he turned on us with all of the fire of the Asturias flaming from his face and eyes, and said with high spirit, "We cigar manufacturers and cigarmakers of Tampa are artists, not mechanics. We are making at this moment one hundred and eleven sizes and if we get the orders and ideas for more unusual sizes we will make two hundred and eleven sizes!" (It seemed a coincidence that the headquarters of the American Cigar Company were at 111 Fifth Avenue, New York City.)

We were sincerely sorry to learn of the passing of Enrique Pendas. He was not only a pioneer cigar manufacturer in Tampa, but one of the most outstanding as well. He was indeed, an artist in the production of fine cigars, and fine sizes, and of those pioneers in the cigar industry in Tampa who have been gathered to their fathers, we think of only one who seemed to us to be his equal.

▼

POSSIBLY as far back as 1917, THE TOBACCO WORLD launched a campaign to interest cigar manufacturers in the use of machinery in the production of cigars. This publication was the first and for sometime thereafter, the only trade journal in the tobacco industry to advocate mechanical facilitating devices to reduce cigar production costs.

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

Later we made some pointed suggestions in the direction of Tampa.

Most of this sincere editorial matter relative to mechanizing the cigar industry had appeared before our feeble attempt to get Mr. Pendas interested in the standardization of cigar sizes.

At that time the machine idea was distasteful to Mr. Pendas and he, as well as many other Tampa manufacturers, took strong exceptions to the policy of THE TOBACCO WORLD on this subject. We have often thought since that interview, that his concluding words, "not mechanics," was intended to put us in our place for having offended his high ideals in the matter of genuinely hand-made clear Havana cigars.

But be that as it may, he was one grand gentleman, and indeed a complete master of the career which he had chosen for himself.

His activities in Tampa extended far beyond the borders of cigar manufacturing. Some way, some how, he always could find time to do something for someone else, as Tampa cigar manufacturers, business leaders, and organizations of every interest which touched him personally, will testify.

While the life of Enrique Pendas may not have reached his own ideals, he leaves behind him a record of achievement that competitive posterity will find hard to equal.

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AFTER five years of abstinence we were lured into a game of bridge the other night. The conversation finally drifted around to the subject of the cigar business. And the hostess said it should be perking up because women were smoking cigars. She admitted that during the Christmas holidays she had smoked a number and frankly stated that she liked them. It seems a friend of hers had a special size of cigars for ladies, and passed them around at bridge games. The brand name which she told us indicated an imported clear Havana cigar.

We have been quite skeptical for a long time about the contemplated era when women would smoke cigars. However, right at this moment we will have to draw down, and wait and see what happens.

It occurs to us that some years ago Lillian Russell had a special size cigar made for her in Havana by Henry Clay and Bock y Ca. The size was named Lillian, but as an imported cigar it was too expensive for wide exploitation, although it did attain some distribution. The lady has been in Valhalla for some years but the size goes on.

And then we thought back about a banquet at which the ladies were presented with a box of cigars made for their use by the company now nationally known as Deisel-Wemmer-Gilbert. This was six or seven years ago and the reaction did not indicate that this particular group of ladies would ever be confirmed cigar smokers.

But to get back, following our disastrous adventure in bridge we found inquiries from points as far distant as a thousand miles asking about cigars for ladies. There were four inquiries, to be exact.

We, quite naturally, pursued the subject and were rewarded with definite evidence that the ladies are smoking cigars. As a matter of fact we found two brands of cigars that are made in a miniature size for the delectation of the ladies. And moreover we learned in the same breath that the sale is increasing.

We learned that clubs are selling them for husbands to take home to their wives; that bachelors are buying them for their sweethearts; and that certain exclusive ladies' clubs are ordering them in larger quantities each month.

All of which goes to prove that no matter how thin glass is, you can always break it with an axe.

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IT seems that women are not only going in for cigars but for pipes also, if we are to take stock in a squawk emitted by a columnist in the *Daily Pennsylvanian,* student publication of the University of Pennsylvania. "We don't mind women smoking," he writes, "but we do object to their usurping our one and only wall of reserve. The pipe is the embodiment of all that is manly. It is a haven when rest is required. A thick cloud of smoke is all that is needed to repulse the slightest feminine advance."

The writer then spoke of a pipe tobacco advertisement in the *Bennett News,* the women's college publication, and commented: "The Bennetts want to smoke pipes, do they? They wish to get one step further in running this old world, eh? Well, who are they going to blame now for smelling up their curtains?"

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WHAT ever became of that brash young feller who used to write those rollicking pieces about the joys of Prince Albert tobacco and your jimmy pipe?" asks the Copy Cub in his smooth "Rough Proofs" column in *Advertising Age.* Not to give Copy Cub a short answer, that "brash young feller" was, at last reports, on the Pacific Coast. If "brash" is not taken in the sense of hasty-tempered, impetuous, saucy, bold, or impudent, but rather in the extended meaning of daringly original, and if "young" is intended to describe youthfulness of spirit, with no reference to calendar years, then the subject of the inquiry is, more likely than not, still justifying that description with the new ideas he is injecting into advertising copy emanating from California.

Theodore B. Creamer, creator of the jimmy pipe copy for Prince Albert and of the accompanying character portraits so well rendered by the late Fred Morgan, may truly be said to have blazed the trail for a new advertising technique. Others before him had used slang, but "Dory" Creamer was among the first, if not the very first, to introduce the vernacular into national advertising. He had an ear attuned to the catchiness of colloquialisms in conversation and an eye that caught "naturals" in private letters. Everything was grist that came to his mill. His jimmy pipe stuff was good because it was the common language of the time.

He had previously been in at the borning of much of the exploitation through which the automobile was graduated from its horseless carriage diapers. He was an active figure in sponsoring dirt track races, endurance runs and contests of all kinds, making news

about the young industry. He was a leading spirit in the founding of the Quaker City Motor Club, prompter of automobile competitions of all kinds, notably the famous Fairmount Park races, Philadelphia's counterpart of the Vanderbilt Cup contests. He was also active in the early days of the Poor Richard Club, internationally known organization composed of those who make, buy and sell advertising.

If you wondered what caused Copy Cub to raise his question about the "brash young feller," you would have had the answer on another page of the same issue of *Advertising Age.* It was a news story, relating that the R. J. Reynolds Tobacco Company, pitting a "try twenty" campaign against an ingenious package developed by American Tobacco Company, is again promoting Prince Albert with the slogan, famous a score of years ago, "The national joy smoke."

After tests in selected territory, Prince Albert copy has been released to a large list of general magazines and farm papers by William Esty & Co. "Smoke twenty fragrant pipefuls of Prince Albert," urges the copy. "If you don't find it the mellowest, tastiest pipe tobacco you ever smoked, return the tin with the rest of the tobacco in it to us at any time within a month and we will refund full purchase price plus postage."

On the other hand, American Tobacco Company is putting its thunder to work for Half and Half, asserting there is no bite in either the tobacco or in the "telescope tin," which "gets smaller and smaller" as its contents are used. "No bitten fingers as you reach for a load, even the last one," says copy prepared by N. W. Ayer & Son.

Thoughts on the longevity of a good advertising phrase are inspired by this continued use of "the national joy smoke," originated almost a quarter of a century ago. And reflections on the state of flux which characterizes the advertising industry itself are prompted by the present use of the slogan in a pipe tobacco battle wherein the opposing agency, Ayer, is the one for which "Dory" Creamer wrote his famous "national joy smoke—jimmy pipe" copy.

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IF you get around at all, you must have heard the story, told with a wealth of circumstantial detail about the slogan "Be Happy—Go Lucky," for which the American Tobacco Co. is alleged to have paid $10,000, or $25,000, or $50,000 (depending on who is telling the story) to the brilliant genius who originated it. This is to tell you, if you don't know it already, that you can bet the whole thing is a fairy tale and that the American Tobacco people will never use it in their advertising. But you will be doing your good deed for the day if you refrain from asking American Tobacco about it, because they have been bothered so much answering questions about this foolish tale that they see red now when anybody brings it up. Just the same you will be interested in the following report from *Fortune Magazine* about that and other wild stories going the rounds from time to time about the alleged naivete of the big cigarette companies in forking over fabulous sums for such slogans:

For many years the R. J. Reynolds Tobacco Co. has spent a good deal of its patience denying the tale about the advertising slogan that cost them $10,000. The slogan was supposed to run: "In Ancient Times Camels Carried Wise Men." And it was supposed to be doubly effective because it would be no trouble at all for the flattered public to understand immediately what the converse of the saying was. Reynolds used to receive thousands of letters a year offering the slogan for fairly huge sums. But it never liked the slogan and never used it—although one elaboration on the legend insisted that the only reason Reynolds didn't use it was because it discovered that an important competitor was getting ready to combat the campaign with a slogan: "In Modern Times, Wise Men Carry Luckies."

Anyway, it is now Lucky Strike's turn to be plagued by a slogan legend, which has lately been retailed vigorously all over the country. It runs, with any number of variations, like this. American Tobacco gets a letter offering a four-word slogan for Lucky Strikes for, of all sums, $10,000. American Tobacco sensibly ignores the letter but a couple of weeks later it gets another saying that the price of the four words is now $15,000. Still, American Tobacco deigns to make no reply and a couple of weeks later is informed that the price is now $25,000. By the time a few more fortnights have elapsed and the price is up to $50,000, American Tobacco can no longer restrain either its curiosity or its purse strings. It plunks down $50,000 in the form of a postdated check and discovers that the slogan is "Be Happy—Go Lucky." Immediately, everyone from President George Washington Hill down bursts out with loud Eurekas and expansive plans for double-page ads in four colors in all magazines.

A very good way to enrage American Tobacco or Lord & Thomas, its advertising agency, is to ask when they plan to use this fine, expensive phrase. After a display of evident annoyance plus, they will say that they have had the slogan in their files for years, used it briefly once but, so help them James B. Duke, never will again. The letters suggesting the slogan—or threatening suit if it is used without compensating the undersigned who thought of it years ago—flow in at least a dozen a week. As if this wasn't bad enough, there has recently been a new influx of letters suggesting another unwanted Lucky slogan. These latter letters invariably are accompanied by sketchy illustrations showing Sutter's Creek and a bunch of bearded miners all working happily in the shade of the slogan: "Gold was the forty-niner's lucky strike. THIS is your Lucky Strike." American Tobacco discarded that idea years ago as too obvious, although it has a sneaking suspicion that it was some idea of the kind that inspired the original name, Lucky Strike. No one knows for certain today where the cigarette's name did come from.

There is, while we're on the subject, another sort of letter that annoys American Tobacco. It comes with an empty package of Luckies attached and requests that Lucky Strike send the deed to the house and lot or the $25,000 or the new Duesenberg to the writer who bought a package of Lucky Strikes (enclosed) with the lucky number on it. How the old wives' tale of this lucky number starts, American Tobacco doesn't know. But every so often it sweeps through a whole community or state and American Tobacco figures it has lost hundreds of customers by having to inform them that it isn't a lucky number but simply a serial number printed on the package so that it can be traced back to its machine and wrapper.

Camels Boosted Reynolds Profits

THE R. J. Reynolds Tobacco Company, first of the large companies in the industry to report its earnings for 1935, shows in its annual statement net earnings totalling $23,896,398.72, or $2.38 per share, compared with $21,536,894.08, or $2.15 per share, in 1934.

The good showing of the company, in spite of higher leaf costs and processing taxes, is attributed to a greatly increased demand for Camel cigarettes.

The balance sheet as of December 31, 1935, shows total assets of $153,904,654.61, with undivided profits of $42,495,154.60. The company's cash and government security holdings dropped during the year from $34,-161,950 to $19,250,321. This is explained by the large increase in inventories, which increased to $98,655,894.

Accompanying the financial report to stockholders was a letter from James A. Gray, president of the company, which reads in part:

"In 1935 cash dividends of $3.00 per share were paid as during each of the five preceding years. The directors have deemed it proper to continue dividends at this same rate in view of the amount in the Undivided Profits Account when considered in relation to the Company's position in the matter of net current assets.

"The continuing strong and liquid financial condition of the Company at Dec. 31, 1935, is set forth in the accompanying Financial Statement. Current assets at that date amounted to $126,921,914.05, including cash and Government securities of $19,250,321.23, compared with current liabilities totalling $9,070,025.51 consisting entirely of accounts, accruals for taxes, etc., not due, net current assets being $117,851,888.54. The Company's investment in leaf tobacco is substantially higher than at the close of the previous year and represents a well-balanced inventory of choice grades of tobacco suitable for use in its various products.

"A reserve for contingent carrying charges, formerly classified with Reserve for Contingencies, has during 1935 been applied against inventories. This change in classification, which resulted in the reduction in the item of Reserves on the Financial Statement, had no effect upon the earnings of the Company.

"The number of stockholders of the Company has again shown a substantial increase, the total at the end of 1935 being in excess of 52,000 and including residents of every one of the forty-eight States.

"Because of the character of the Company's principal assets, including its increased inventories, and from the viewpoint of its capital set-up, it is possible to be complacent in the face of the currently discussed possibility of some type of general inflation of prices or values. Should inflation occur to the extent predicted by some, one of the first effects of it n odoubt would be higher prices of unmanufactured commodities and other materials. In such event, the Company's large and currently increasing inventory of leaf tobacco would presumably benefit commensurately in that it would be owned at pre-inflation prices, and, as the Company has no outstanding preferred stock or bonded debt, all results of enhancement of values would, of course, be reflected directly on its common stocks, which represent the entire ownership of the Company.

"The officers and employees of the Company feel sure that the stockholders will share with them their profound regret at the death of Mr. Bowman Gray, Chairman of the Board of Directors of the Company since May, 1931, and prior to that time President for many years, whose death on July 7, 1935, terminated nearly forty years of loyal and devoted service to the Company."

STANDARD BUYS AXTON-FISHER

THE Standard Commercial Tobacco Co., Inc., took up its option on 80,000 shares of the Axton-Fisher Tobacco Company's common B stock on January 9th and thereby obtained control of the latter company. Ery Kehaya, president of the Standard Commercial Tobacco Co., on January 10th was elected chairman of the board of directors of Axton-Fisher, and Maurice Amado and Edgar Grayson Weymouth were elected vice-presidents and directors.

Mr. Weymouth was sales manager of the Liggett & Myers Tobacco Co. for fourteen years and was vice-president and director of the P. Lorillard Company for nine years. Mr. Amado has been an executive of the Standard Commercial Tobacco Co. for fifteen years.

E. D. Axton remains as president of the Axton-Fisher Tobacco organization and Edwin J. Helck continues as vice-president. All other key men of the company remain in their present posts. Other additions to the management of the board of directors will be announced later.

William Harold O'Brien has been elected a director of the Standard Commercial Tobacco Co. and will serve as an advisor on manufacturing problems for the Axton-Fisher Tobacco Co. Mr. O'Brien was an associate of James B. Duke in the old American Tobacco Co. and was in charge of manufacturing for that company for many years, serving as a vice-president and director of that company.

LEADING TOBACCO ADVERTISERS

Six manufacturers of cigarettes were among the fifty-one leading advertisers checked in 123 general magazines during 1935. Nine manufacturers were listed among the 148 biggest buyers of time on the air from the National and Columbia networks and the Mutual System. And four cigarette manufacturers were included in the fifty heaviest investors in five national and thirty-one State and sectional farm papers. The following tabulation, showing how the eleven manufacturers in this industry allocated their advertising appropriations in these three classes of media, has been compiled from tables prepared by the Publishers' Information Bureau, Inc., New York.

	Magazines	Radio*	Farm Papers	Total
Reynolds Tobacco Co.	$2,357,196	$ 772,236	$151,746	$ 3,281,178
American Tobacco Co.	1,610,193	640,148	81,547	2,331,888
Liggett & Myers	797,519	729,447	194,694	1,721,660
P. Lorillard Co.	500,778	178,509		679,287
Philip Morris		508,894		508,894
Axton-Fisher Tobacco Co.	479,010			479,010
Brown & Williamson Tob. Corp.	451,453		11,250	462,703
U. S. Tobacco Co.		273,273		273,273
General Cigar Co.		232,645		232,645
Consolidated Cigar Co.		76,710		76,710
Larus & Bro.		40,237		40,237
Totals	$6,196,149	$3,452,099	$439,237	$10,087,485

*The radio figures represent the cost of time only. They do not include production and talent cost.

BAYUK BUSINESS BRIEFS

C. D. COLEMAN, Bayuk territorial manager, on his initial trip through Northern Wisconsin, reports demand very encouraging on Bayuk cigars. Plans are being made for effective promotional assistance with jobbers. . . . Barrow, Penn & Co., Roanoke, Va., are keeping up their steady stride on Bayuk cigars and recently had assistance from F. L. Brumsey, Bayuk salesman, in an effective campaign to augment the nice business already developed. . . . G. L. McGreevy writes factory that Bayuk Phillies are on the increase in Hinton, W. Va., territory, where distributed by the McCreery Wholesale Tobacco Company. A campaign, now under way, is resulting in greater distribution and additional outlets on the brand. . . . J. J. Unger, Bayuk salesman, just finished an intensive drive in the Utica, N. Y., market with salesmen of the Scranton Tobacco Company, Inc., authorized distributor. The brand is reported enjoying a strong consumer demand. . . . Despite zero weather —plenty of snow and drifts—W. H. Schulte, Milwaukee territorial manager, and salesmen of D. Kurman Company, Bayuk distributor at that point, are overcoming all obstacles in their objective to service dealers with Bayuk Phillies in the Milwaukee district.

PENT, V. P.; FONSECA, S. M.

Two important changes have been announced in the organization of the Penlo Cigar Co., Inc. Howard F. Pent has been elected vice-president and F. E. Fonseca, Jr., has been appointed sales manager.

The new vice-president has been in charge of the manufacturing department. He has a reputation as an expert in the selection and processing of cigar leaf tobaccos.

The new sales manager was formerly president and general sales manager of the Fonseca Co. He has had a wide experience in the promotion of cigars. That he is no bench manager was evidenced by his immediate jump to the firing line out in the territory as soon as his appointment was announced.

Habanello, Spencer Morris and Spencer Morris Sports are seen more frequently as far South as the Carolinas these days, as a result of a recent trip through that territory of Dave Abrams, of G. Zifferblatt & Co.

G. H. P. JOTTINGS

THAT gain of nearly 167 million cigars during 1935, bringing the total that much closer to the five billion mark for U. S. cigars alone, and actually passing that figure when the Porto Rico and Philippine units are added, has been the source of much rejoicing in the offices of G. H. P. Cigar Co. As Sol Bornstein, assistant sales manager, put it, the grand total of 5,031,335,754 cigars for the year, when broken down, meant nearly 14 million cigars a day. "And that means," he added, "that cigar smoking is on the increase." . . . 1936 has made a good start, to the tune of gratifying orders, indicating that the dealers have been successful in selling their unusually big holiday commitments. . . . A recent visitor was Henry Gunst, of the Cliff Weil Cigar Co., Richmond, Va. He was highly enthusiastic over the 1936 outlook. . . . Mr. Bornstein had the sad duty last week of attending the funeral, in Pittsburgh, of Mrs. Joseph F. Ward, wife of the company's factory representative. She succumbed to injuries sustained when she was struck by a truck.

B. C. Jessa headquartered at Yahn & McDonnell's for a few days while he looked over the situation in the interest of Heine's smoking tobacco.

Herman Abrams felt the call of the Southland and got as far as Baltimore and Washington, at least, in his indefatigable exploitation of the Medalist brand.

John McGuerty left on Wednesday for Cuba on business for the Romeo & Juliet factory. The sub-zero weather in the States had absolutely nothing to do with the trip.

But it probably was that same sub-zero weather that chased Harry Tint to Miami, and thence to Havana. Do we need to add that business is good at Harry's Burlington Arcade store?

We didn't have to take I. White's word for it that business has been extra good for John Wagner and Sons. Not many visitors around the place these days, most of the regulars having trekked to Florida and other warm spots during the cold snap. Wagner's Dainties and Monticellos are going over very big, reports Mr. White.

Cigars Decline in Dec.; Cigarettes Up

THE following comparative data of taxpaid products, indicated by the monthly sales of stamps, are issued by the Bureau for the information of representatives of the several industries, trade journals, etc. (Figures for December are subject to revision until published in the annual report or, on liquors and oleomargarine, until published by the Alcohol Tax Unit and the Miscellaneous Tax Unit):

Products	—*December*— *1935*	*1934*
Cigars (large):		
Class A .....No.	263,570,080	261,698,390
Class B .....No.	4,313,863	5,543,950
Class C .....No.	42,090,342	46,742,866
Class D .....No.	2,626,072	3,096,660
Class E .....No.	373,456	481,576
Total	312,973,813	317,563,442
Cigars (small) .....No.	8,933,920	8,772,533
Cigarettes (large) ..No.	280,268	217,300
Cigarettes (small) ..No.	9,840,823,290	9,209,839,473
Snuff, manufactured..lbs.	2,904,780	2,675,919
Tobacco, manuft'd..lbs.	20,191,573	20,032,813

Tax-paid products from Puerto Rico (not included in above statement, were as follows:

Products	—*December*— *1935*	*1934*
Cigars (large):		
Class A .....No.	3,555,650	3,503,225
Class B .....No.	104,400	7,150
Class C .....No.	49,750	71,200
Class D .....No.	.....	1,000
Total	3,709,800	3,582,575
Cigars (small) .....No.	.....	100,000
Cigarettes (large) ..No.	20,000	.....
Cigarettes (small) ..No.	160,650	300,000

Tax-paid products from the Philippines (not included in above statement) were as follows:

Products	—*December*— *1935*	*1934*
Cigars (large):		
Class A .....No.	13,590,610	24,206,220
Class B .....No.	6,330	53,460
Class C .....No.	40,706	1,140
Class D .....No.	.....	.....
Class E .....No.	.....	.....
Total	13,637,646	24,260,820
Cigars (small) .....No.	.....	9,000
Cigarettes (small) ..No.	155,150	133,160

Withdrawals for Past Decembers

1920.....	506,126,135	1927.....	393,006,532
1921.....	463,663,809	1928.....	411,910,434
1922.....	561,041,853	1929.....	410,862,907
1923.....	491,358,758	1930.....	349,635,250
1924.....	511,276,573	1931.....	304,531,411
1925.....	473,336,217	1932.....	254,135,965
1926.....	464,575,489	1933.....	276,690,240

Internal Revenue Collections for the Month of December

Source of Revenue	*1935*	*1934*
Cigars	$818,012.06	$868,364.45
Cigarettes	29,525,152.77	27,632,009.86
Snuff	522,860.44	481,665.48
Tobacco, chewing and smoking	3,634,643.04	3,606,035.42
Cigarette papers and tubes	101,263.16	76,337.68
Miscellaneous, relating to tobacco	3270	48.37

Collections From Agricultural Adjustment Taxes and Tobacco Sale Tax

Commodity	*Month of Dec., 1935*	*Total from July 1, 1935 (Fiscal year 1936)*
Tobacco (tax effective October 1, 1933):		
Processing tax	$1,419,515.62	$12,748,136.03
Import compensating taxes	7,775.52	52,856.10
Floor taxes	886.97	13,235.40
Total, tobacco ...	$1,428,178.11	$12,814,227.53
Tobacco sale tax	$ 257,586.54	$ 763,779.50

STANDING OF STATES

THE leading States in the production of the various types of tobacco products during the calendar year 1934, together with the respective percentages of the total production for which they are accounted, are shown below:

Cigars: Pennsylvania, 3907 per cent.; Florida, 11.93 per cent.; New Jersey, 11.15 per cent.; Ohio, 5.60 per cent.; New York, 5.54 per cent.; Michigan, 5.07 per cent.; Virginia, 4.13 per cent.; South Carolina, 2.92 per cent.; West Virginia, 1.88 per cent.; Indiana, 1.67 per cent. Aggregate, 88.96 per cent.

Small Cigars: Virginia, 88.63 per cent.; North Carolina, 88.93 per cent. Aggregate, 97.56 per cent.

Cigarettes: North Carolina, 53.59 per cent.; Virginia, 29.45 per cent.; Kentucky, 9.47 per cent.; New Jersey, 3.89 per cent.; California, 2.74 per cent. Aggregate, 99.14 per cent.

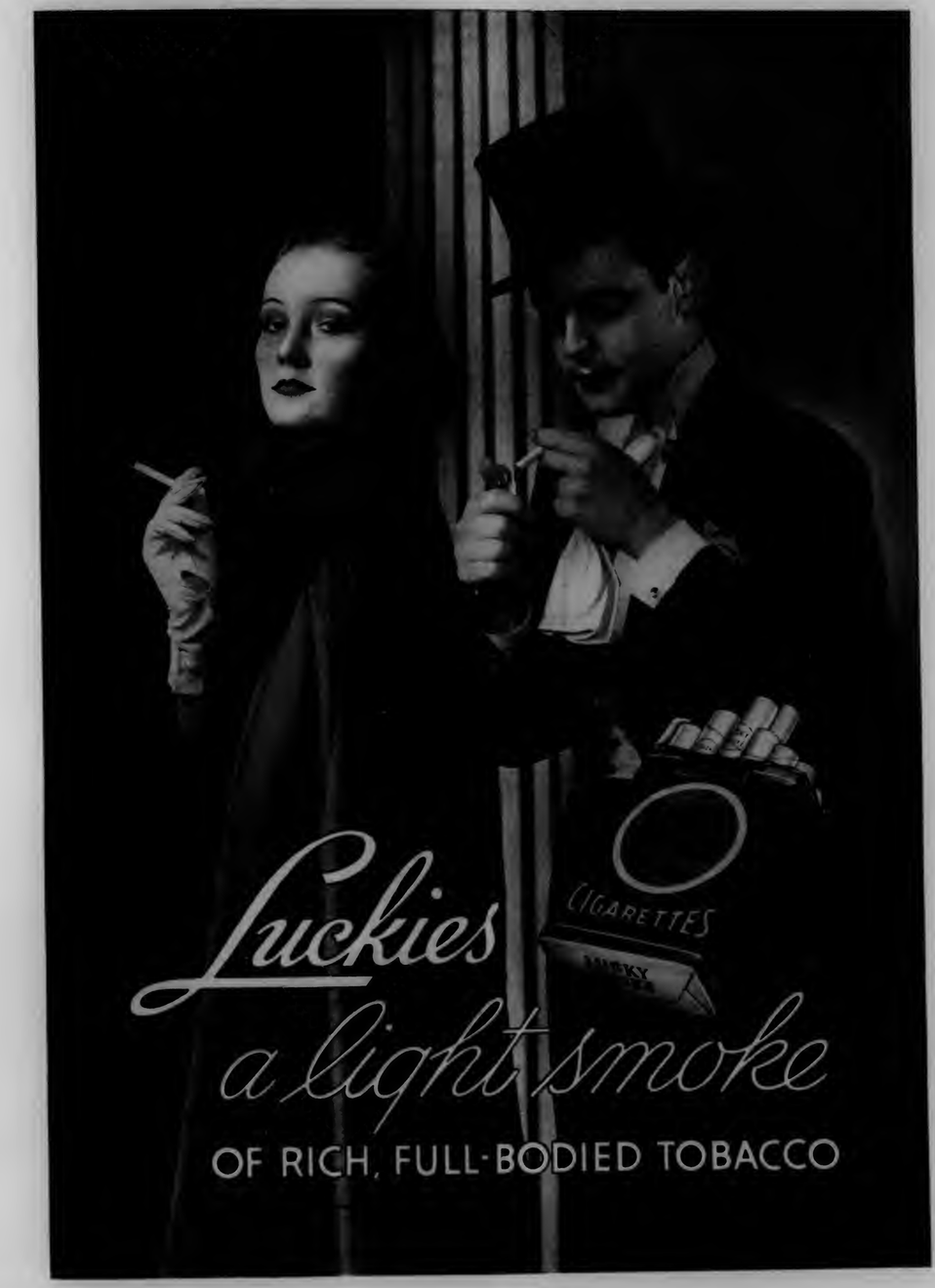
Large Cigarettes: Kentucky, 96.60 per cent.; New York, 1.76 per cent.; North Carolina, 1.08 per cent. Aggregate, 99.44 per cent.

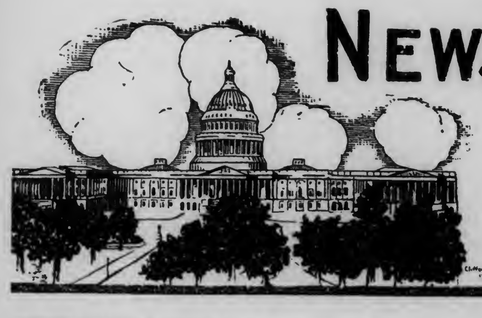
Plug: North Carolina, 58.76 per cent.; Missouri, 32.28 per cent. Aggregate, 91.04 per cent.

Twist: Missouri, 38.68 per cent.; Tennessee, 31.85 per cent.; Kentucky, 27.15 per cent. Aggregate, 97.68 per cent.

Fine Cut: Illinois, 49.89 per cent.; Michigan, 23.85 per cent.; Virginia, 13.53 per cent.; Ohio, 7.94 per cent.; Pennsylvania, 3.51 per cent. Aggregate, 98.72 per cent.

Smoking and Snuff (Combined, including Scrap Chewing): North Carolina, 31.42 per cent.; Ohio, 17.01 per cent.; Kentucky, 12.02 per cent.; Illinois, 9.30 per cent.; Virginia, 7.60 per cent.; Tennessee, 6.09 per cent.; Missouri, 4.25 per cent.; New Jersey, 2.89 per cent.; West Virginia, 2.84 per cent.; Michigan, 2.51 per cent.; Pennsylvania, 2.02 per cent. Aggregate, 97.95 per cent.—*Tobacco Merchants Association.*





NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

LEGISLATION designed to curb "big business" took the forefront in Washington last month with the introduction in Congress of several bills to bring this about and announcement of the formation of the Independent Business Institute to work for state legislation. A measure taxing chain stores in the District of Columbia, designed to serve as a "model" for adoption by the states, was introduced in the House of Representatives by Congressman Schulte of Indiana. Also introduced in the Senate was a bill by Senator Borah of Idaho to outlaw price wars and tighten the anti-trust statutes, and other bills, in the Senate by Senator Wheeler of Montana, and in the House by Representative Rayburn of Texas, to expand the Federal Trade Commission's authority over competitive practices and speed up its procedure.

The Independent Business Institute was formed by a group of distributors in trades in which producers control distribution, to work for the enactment of state legislation prohibiting foreign corporations from transacting intrastate business.

PROPOSALS of the Administration for the adoption of new taxes, seen necessitated as a result of the invalidation of the agricultural adjustment act processing taxes and the enactment of the bill for immediate payment of the veterans' bonus, will be bitterly opposed by members of Congress who next fall will have to go before their constituents for re-election.

Evidence of this opposition appeared last week when it became known that members of the House Ways and Means Committee—Democrats as well as Republicans—had made agreements among themselves to fight any new taxes. All revenue legislation must have the approval of this committee.

Unless President Roosevelt makes new tax proposals formally a part of his New Deal program, it is not believed the committee will consent to sponsor any new levies this year.

Although President Roosevelt's budget message indicated he would seek no new taxes, the Supreme Court decision on AAA, rendered as the message was being read in Congress, and the passage of the bonus measure threw the budget badly out of line. Appearing before a Senate committee last month, Secretary of the Treasury Morgenthau revealed that the Government would probably have to raise some $11,300,000,000 in new revenue during the coming year.

COURT test of the constitutionality of the reciprocal trade agreement act is planned by a Raw Materials National Council now being formed in Washington. Representatives of each line of raw materials affected by the recently consummated foreign trade agreements will be invited to serve on the national council, it is declared by J. Carson Adkerson, president of the American Manganese Producers Association, who is heading the movement.

"Our economic system is organized to enable manufacturers to sell in a protected market and buy their raw materials in an open market," Mr. Adkerson said. "We intend to challenge that system and demand tariff equality between raw materials and manufactured products.

"Through reciprocal trade agreements, tariffs on American raw materials are being bartered away and advantages given to manufactured products. Products of the farms, mines and forests generally have been adversely affected by this policy. Unless this practice is checked all products of the ground, which are produced largely by unskilled labor, will come increasingly from foreign countries."

APPROVAL of unemployment compensation laws enacted by Alabama, California, New Hampshire, Oregon, Wisconsin and the District of Columbia was announced this month by the Federal Social Security Board. The effect of the board's action will be to give to members of the tobacco trade and other employers in those states who are subject to the Federal payroll tax under the unemployment insurance provisions of the national social security act the privilege of offsetting against the Federal tax, up to 90 per cent. thereof, the amount of their contributions to the state unemployment compensation funds.

IMMEDIATE repeal of those provisions of the social security act providing for the payment of payroll taxes will be urged upon Congress in the near future by the National Federation of Tax Service Associations, representing several thousand corporation members throughout the United States. Similar petitions will be filed with the legislatures of states which have adopted state unemployment insurance laws.

(*Continued on Page 14*)

Pick & Pat
in "PIPE SMOKING TIME"
with "DILL'S BEST" ORCHESTRA and
THE FOUR "MODEL" SMOKERS
SINGING SONGS MEN LIKE
C. B. S. COAST-TO-COAST—MONDAY NIGHTS
For time of this popular program see evening radio programs in your local newspaper
TUNE IN WITH THE INCREASING SALES OF
AMERICA'S FASTEST GROWING BRANDS

DILL'S BEST and MODEL TOBACCOS

Total Cigars Pass 5 Billion Mark in 1935

	Calendar Year 1935		*+ Increase — Decrease Quantity*
Cigars:			
Class A—			
United States ..	4,169,543,500	+	240,421,255
Puerto Rico	57,684,900	—	508,150
Philippine Is. ..	206,783,295	—	2,479,300
Total	4,434,011,695	+	237,433,805
Class B—			
United States ..	65,568,553	+	7,541,437
Puerto Rico	1,735,950	—	113,600
Philippine Is. ..	339,014	—	173,620
Total	67,643,517	+	7,254,217
Class C—			
United States ..	485,676,748	—	79,692,792
Puerto Rico ...	635,300	—	154,750
Philippine Is. ..	234,350	—	8,766
Total	486,546,398	—	79,856,308
Class D—			
United States ..	38,509,928	—	2,135,513
Puerto Rico ...	2,500		.....
Philippine Is. ..	34,808	+	31,058
Total	38,547,236	—	2,104,455
Class E—			
United States ..	4,585,218	+	556,972
Puerto Rico ...	.....		.....
Philippine Is. ..	1,690	—	660
Total	4,586,908	+	556,312
Total All Classes:			
United States ..	4,763,883,947	+	166,691,359
Puerto Rico ...	60,058,650	—	776,500
Philippine Is. ..	207,393,157	—	2,631,288
Grand Total..	5,031,335,754	+	163,283,571
Little Cigars:			
United States ..	179,233,028	—	42,178,358
Puerto Rico	2,450,000	+	60,000
Philippine Is. ..	.....	—	16,800
Total	181,683,028	—	42,135,158
Cigarettes:			
United States ..	134,607,741,257	+	8,996,052,504
Puerto Rico	3,468,590	—	706,830
Philippine Is. ..	1,655,330	—	372,890
Total	134,612,865,177	+	8,994,972,784
Large Cigarettes:			
United States ..	2,588,423	—	85,582,116
Puerto Rico ...	320,000	—	156,000
Philippine Is. ..	6,300	+	6,100
Total	2,914,723	—	85,732,016
Snuff (Lbs.):			
All United States	36,076,434	—	1,087,736
Tobacco Mfrd.:			
United States ..	304,249,609	—	2,853,683
Philippine Is. ..	6	—	22
Total	304,249,615	—	2,853,705

STATE CIGARETTE TAXES

(Per Package of 20.)

One cent—Washington.

Two cents—Arizona, Connecticut, Iowa, Kansas, Ohio, Utah, Pennsylvania.

Three cents—North Dakota, Oklahoma, South Dakota, Texas.

Four cents—Louisiana, Tennessee.

Five cents—Arkansas.

One cent for each five cents retail price—Alabama, Mississippi, South Carolina.

Ten per cent. of retail price—Georgia.

General Made Garrison Finish in 1935

SALES by General Cigar Company, in the final three months of 1935, ran ahead of the like period of 1934, reversing the trend of the preceding nine months, when sales had been less than in the corresponding period of the previous year. While January is normally a small month in point of cigar sales, with Christmas cigars slowing down the usual demand, the indications derived from the early days this month are for continued good business during the first quarter. In the first quarter of 1935, General Cigar earned $323,995, or fifty cents a share on 472,982 common shares.

Earnings by Quarters

For all 1935, earnings will probably be roughly 25 per cent. less than the $4.19 a common share earned in 1934. For the first nine months of 1935, General Cigar earned $1,159,262, or $1.89 a common share, against $1,706,825 or $3.05 a common share in the first nine months of 1934. Fourth quarter earnings last year should bring the common share earnings up to roughly $3.10 a share.

On February 1st, this year, a reduction in the import duty on Sumatra tobacco becomes effective, with a further cut scheduled for later in the year. General Cigar owns a considerable stock of Sumatra tobacco held here under bond. The saving in the duty on this tobacco alone will amount to $300,000.

A possibility that last year's earnings may be lifted above the $3.10 figure exists in the company's chances for obtaining refund from the courts of the money deposited to cover the processing taxes, says the *Wall Street Journal*. Since early summer the company deposited $255,000 with the Court, under an injunction restraining its collection by the Court.

The processing tax payments, which the company had been making, ran from seventy-five to eighty cents a thousand cigars, which, on the present rate of production, would be between $400,000 and $500,000 annually. This saving would not be carried to net earnings in the entirety, because it would be subject to federal income taxes of 15 per cent., and with the company earning over $3 a share, would also be subject to the profit sharing provision which is approved by stockholders annually.

General Cigar closed 1935 in excellent financial condition, with its cash and government bond holdings amounting to $5,500,000.

Tampa Exposition Will Open February 4

CIGAR Manufacturers' Association of Tampa has planned the fifth annual cigar exposition to open February 4th. It is to operate eleven days concurrently with the Florida fair and Gasparilla carnival. The Tampa show is outstanding, and this one will be larger than heretofore. Displays have been moved from the cigar building, even WDAE broadcasting station has been moved, to allow more room. The building was erected only two years ago for the cigar show.

Francis M. Sack, secretary of the C. M. A., said the displays from Cuba would be most outstanding, and that, for the first time, the Department of Agriculture of Cuba had joined with the association of Cuban tobacco growers and brokers to make the display distinctive. The whole Havana department will represent a scene in Cuba, including a Cuban restaurant.

Growers and packers of Connecticut leaf will have a distinctive display featuring a diorama thirty feet long, depicting Connecticut tobacco growing.

A cigar factory will be operated in the building, where visitors may see Tampa cigars made by the old Spanish hand method in a glass-enclosed factory. Machine manufacture will also be well represented, with four or more machines in operation.

Railroads, operating through a large part of the south, eastern and central territory, have allowed special rail rates for the Florida fair. These may be learned from railroad agents most anywhere. Scores of cigar and tobacco men will be able to save something by taking advantage of the Florida fair rates, and, at the same time, have opportunity to visit about in the State, or in Cuba, and be back in plenty of time. Stopovers will be allowed going and coming.

Speculation Exhausted Cuban Quota

COMPLETION of the Cuban 1935 tobacco quota in the United States, knowledge of which first reached the local trade on December 6th through the media of telegrams from consignees and agents in the north, was a decided surprise to Habana firms.

The quota, determined by treaty in accord with the cigar tobacco adjustment program of the Agricultural Adjustment Administration, was expected to be filled by no one. Space for numerous scheduled shipments was hurriedly canceled on the advice or orders of consignees, as tobacco is more cheaply stored locally than in bonded warehouses in the United States.

It will be recalled that Cuban cigar shippers early expressed fear of losing a part of the Christmas trade if the quota happened to be filled before the expiration of the year. It is said, however, that it would appear that the heavier shipments of Habana-made cigars in September (469,608 units), October (792,935 units), and November (767,267 units), 1935, as compared with the January-September, 1935 average of 241,382 units should suffice to take care of the seasonal demand.

It is claimed that speculative exports to the United States in October and November by a large number of tobacco houses, in anticipation of a possible price decline and/or rise in American duties in case of failure of the Agricultural Adjustment Administration program as a result of court actions, accounts undoubtedly to a considerable extent for the exhaustion of the 1935 quota.

The Tobacco World

REVENUE AT ALL-TIME PEAK

INTERNAL revenue collections from tobacco reached an all-time peak in the 1935 fiscal year, amounting to $459,178,625; approximately 8 per cent. above the collections for the previous year, and $8,839,565 more than the previous high collections in 1930. The figures are furnished by the Tobacco Merchants Association.

Cigarettes (large and small) contributed $385,476,888.22, or 83.95 per cent. of the total tobacco collections; Tobacco, $54,372,414.27; Snuff, $6,511,662.53, or combined, 13.26 per cent.; Cigars (large and small), $11,836,597.89, or 2.58 per cent.; while cigarette papers and miscellaneous items accounted for the remainder, $981,062.55, or 0.21 per cent.

The increases or decreases in collections as compared with the previous year were as follows:

Increases—Cigarettes, $35,797,625.21, or 10.24 per cent.; Large Cigars, $59,562.88, or 0.51 per cent.; Miscellaneous items, $4742.37, or 0.48 per cent.

Decreases—Manufactured Tobacco, $926,215.07, or 1.67 per cent.; Large Cigarettes, $620,178.99, or 97.28 per cent.; Snuff, $276,528.60, or 4.07 per cent.; Small Cigars, $29,279.38, or 16.92 per cent.

CUBAN TOBACCO CROP FOR 1936

THE transplanting of tobacco seeds for the 1936 Cuban tobacco crop has been completed in the San Luis and San Juan y Martinez Zones in Pinar del Rio, also on some farms in the Partido Zone. Heavy rainfall in the second half of October, followed by a prolonged dry spell during November, impeded the preparation of tobacco crops in other sections; therefore the 1936 crop will be late and some tobacco experts believe it will be less than in 1935. Unfavorable weather conditions at the beginning of the crop will curtail the output of low quality tobacco, also the medium qualities of Vuelta Abajo and Remedios. Local tobacco buyers and manufacturers were more active during November 1935, due undoubtedly to reports concerning prospects for the next crop. During November, 15,931 bales of the following classes of tobacco were sold and delivered in this market: Remedios 9851 bales, Vuelta Abajo 5302 bales, and Partido 778 bales.

FLUCTUATIONS OF MANUFACTURERS

Tobacco Manufacturers

	1931	1932	1933	1934
Producing				
Plug tobacco exclusively	4	5	6	6
Twist tobacco exclusively	15	21	17	15
Fine cut tobacco exclusively	1	5	5	6
Scrap chewing tobacco exclusively	77	66	67	70
Smoking tobacco exclusively	473	518	434	370
Snuff exclusively	22	21	18	21
Two or more kinds	208	159	218	250
Total	800	795	765	738
Quasi manufacturers except perique	207	195	190	194
Perique producers and dealers	48	46	45	25
Total	1,055	1,036	1,000	957

Cigar and Cigarette Manufacturers

	1931	1932	1933	1934
Producing				
Small cigars exclusively	...	1	0	0
Large cigars exclusively	5,967	5,771	5,449	5,169
Small cigarettes exclusively	65	72	78	67
Large cigarettes exclusively	1	1	0	0
Two or more kinds	55	55	57	52
Total	6,088	5,900	5,584	5,288

—Tobacco Merchants Association

Quality 2 for 5¢ *Cigars*

BY P. LORILLARD COMPANY, INC.

Meeting the public's demand for quality cigars moderately priced

★

Our other Popular 2 for 5¢ Cigars

JAMES G. BLAINE · LA FRAOSA · SARONA

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
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Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

CIGAR FOREMAN—PAST MASTER ON AUTOMATIC AND all other cigar and bunch machines, also handwork. Go anywhere. Highest references. Open for position. What have you? A. O. Weiser, 214 N. Twelfth Street, Philadelphia, Pa.

VENDING MACHINES

ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION

TAMPA'S CHOICE:—46,511. For cigars. The Antonio Co., Tampa, Fla., January 6, 1936.

TRANSFERS

MI ALVINA:—24,103 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 14, 1912, by Kaufman, Pasbach & Voice, New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the original registrants, to the Masterpiece Cigar Co., Grand Rapids, Michigan, January 6, 1936.

FLOR DE SILVELA:—29,174 (Trade-Mark Record). For cigars. Registered October 19, 1903, by Henry Drucker, New York, N. Y. Transferred by Nalco, Inc., New York, N. Y., successors to the original registrant, to Julius Sokol, New York, N. Y., January 16, 1936.

TAMPA SUN:—41,195 (Tobacco Merchants Association). For all tobacco products. Registered May 15, 1919, by Greenwood & Co., Savannah, Ga. Transferred to Oliva Tobacco Co., Inc., Tampa, Fla., January 17, 1936.

SOMETHING DIFFERENT:17,875 (Tobacco World). For cigars, cigarettes and cheroots. Registered May 26, 1909, by J. W. Minnich & Son, Dallastown, Pa. Transferred to Maurice Welcher, New York, N. Y., October 23, 1934.

NEWS FROM CONGRESS

(Continued from Page 10)

Hundreds of millions of dollars will be withdrawn from circulation through contributions to the trust fund which the law sets up and may result in the freezing of funds vitally needed for relief, it is explained by James L. Baldwin, executive director of the federation. In New York alone, it is estimated, more than $90,000,000 will be taken out of the state. A serious unemployment problem may be created by the tying up of funds needed by states and industries to provide relief and increase employment.

"The insurance program as it stands will ultimately defeat its own purpose by forcing employers to reduce wages, the number of employees and the age limit of workers," it was asserted by Mr. Baldwin.

"It will naturally affect most seriously those industries in which labor items are largest and will mean liquidation or bankruptcy for employers operating on a basis of large volume and fractional profits. Inevitable developments such as these will actually aggravate rather than alleviate the situation."

D. EMIL KLEIN PROFITS

The D. Emil Klein Co., Inc., New York, makers of Haddon Hall and other popular cigar brands, reports a net income for 1935 totalling $248,717, equal after preferred dividends to $2.33 on 91,575 common shares.

This compares with a net of $233,318 in 1934, which was equal to $2.16 a share on the common.

FEBRUARY 15, 1936

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VOLUME 5¢ No. 4

THE TOBACCO WORLD

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

CAMEL'S "TRY 10" OFFER CONVINCES NEW THOUSANDS EVERYWHERE!

Read Our Invitation to You

Smoke 10 fragrant Camels. If you don't find them the mildest, best-flavored cigarettes you ever smoked, return the package with the rest of the cigarettes in it to us at any time within a month from this date, and we will refund your full purchase price, plus postage.

(Signed) R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, North Carolina

© 1936, R. J. Reynolds Tob. Co.

Knowing the finer, more expensive tobaccos used in Camels, we make this offer . . . confident that you'll find your ideal cigarette in Camels. . . . For experience shows that people quickly sense the difference in Camel's COSTLIER TOBACCOS!

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

Camels must please you, or they cost you Nothing!

THE TOBACCO WORLD

Vol. 56 FEBRUARY 15, 1936 No. 4

TINFOIL as a covering for cigars seems to be definitely on its way back. Of course it has been somewhere meanwhile. And its re-entrance this time is indeed regal. Attention is attracted to it not that it garbs the products sold under Classes A and B, which have the large percentage of sales, but rather for the reason that some of the kingly sizes of Classes D and E are now royally clothed in robes of silvery sheen. It is an evidence of the worthy intentions of some of the outstanding cigar manufacturers of the country to restore the cigar to its place in the sun.

▼

OUR comment in the previous issue about an increasing amount of interest being shown by the ladies in special cigar sizes being made for them, brought forth a number of communications on the subject. For instance, one gentleman who frequently entertains at dinner told us that a young married woman in her late twenties who is an occasional guest, always smokes a Corona Corona when the coffee is served.

A young woman copywriter recently startled a group of advertising folks at a dinner by stopping the waiter who was passing cigars to the men and took one, and smoked it. She said afterwards that it was not done as a gesture, but that she liked good cigars and frequently smoked them.

About a week ago a married woman acquaintance of ours called up to know where she could buy ladies's sized cigars. She was throwing a party and among her guests were women who were cigar smokers.

And in the correspondence we found this letter which we are printing in part:

"In your good publication of February 1st a news item appears which interested me. The item referred to was about women smoking cigars and mentioned Lillian Russell.

"The information about Lillian Russell smoking small cigars is true. I was associated in business for several years with her husband, the late Alexander P. Moore, a newspaper publisher and Ambassador to Spain, and on more than one occasion Mrs. Moore (Lillian Russell) asked me to get the cigars for her, and I had seen her smoke the little cigars quite often. In fact I smoked a few of them, too.

"Lillian Russell had no misgivings about buying her brand of little cigars. She would go to the cigar store specifically to buy them.

"Through that association and considerable conversation about cigar smoking by women, an advertising idea was suggested. The idea was to place a little display advertisement or a reading notice in the newspaper on the page devoted to food and menus. The notice to read, 'After a Good Meal Give Hubby and Friend a (brand name) Cigar.'

"The point is that many old women years ago smoked a pipe—women did smoke little cigars a few years ago and maybe some do now, and besides, they were interested enough in cigar smoking to suggest a new idea for advertising cigars."

Our correspondent, whose memory of the smoking habits of women in an older day was awakened by our paragraphs in the last issue was W. E. Moffett, president and treasurer of the American Fair Trade Association.

▼

AND right along with Mr. Moffett's letter we ran across a note that a lady ninety years old (all women cigar and pipe smokers seem to live to be ninety) had just passed on. She was noted as a town character and always wore a derby and smoked cigars. She once told a newspaper reporter that she liked cigars and could see no objection to women smoking them.

A company is now under way making a small cigar filled with cigarette tobacco. We understand that a Chicago jobber has ordered two million as a start and that a San Francisco distributor wants one million.

If the men can't bring the cigar business back fast enough, possibly the women will.

▼

WE note with interest that some of the cigar manufacturers are setting forth the fact in public prints that their cigars are packed in cedarwood boxes. There is nothing particularly new about the statement except the fact that they are willing to admit it in advertising copy.

Just the other day we talked with a man who knows as much as anyone about expensive domestic and imported Havanas. He has had possibly forty years' experience and of course he won't have a cigar in his home or office that isn't packed in cedar, nor will use any that have anything in the way of a covering other than the natural leaf wrapper. He doesn't even want his cigar boxes lined, or an inside label. Says leaf tobacco is one of the most delicate things in the world and will pick up the slightest odor. He would not even think of putting a slice of apple or a blotter in his humidor or cigar box.

In days gone by he has done some experimenting. He claims that the more cigars there are in a cedar box the finer the flavor of the cigar. He made several tests among his friends with cigars packed in 1/40ths, 1/20ths and 1/10ths. He says the unanimous opinion was that the cigars packed in 1/10ths were far superior because the cigars had a better chance to "marry" among themselves as well as with the delightful aroma of the cedar package. He is definitely against any kind

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

of a covering for any cigar. Says it absolutely stops the "marrying" process and destroys the fine bouquet which otherwise could be enjoyed in cigars made of fine tobaccos.

▼

MORE than thirty years ago when Cinco was the largest selling five-cent cigar in the world, we well remember that it was the first cigar we smoked. In the 1/10th container it was bundled and packed in a full cedar box. In fact we think that in those days Otto Eisenlohr & Bros. used cedar exclusively for their packaging

That luxury, due to economic conditions, has long since been taken away from the five-cent cigar smoker. The perilous voyage of the five-cent cigars, and the entire cigar industry for that matter, in these later years has caused cigar manufacturers generally to do a lot of things they didn't want to do.

Aside from the greatly diminished pocketbook of the cigar smoker, he doesn't know about the unhappy situations that the cigar manufacturers have had to meet, and their trials and tribulations during a period of all kinds of "noble experiments".

▼

CIGARETTES have been tabooed by court decree as physical or mental pabulum for a twelve-year-old heiress. Surrogate James A. Foley, New York City, rendered that judicial decision, in effect, when he disallowed a claim for $1880 of a $6000 bill submitted by Gloria Vanderbilt's mother in addition to $48,000 already allowed for the child's expenses during 1935. "Certain items," said the Court, "have been disallowed by the Surrogate as improper charges against the estate of the infant." The difference between the $6000 bill submitted and the $4120 allowed, covered cigarettes, mineral water and cosmetics. Perhaps it was the amount of these items that drew the Surrogate's attention to them. Spread over the year, the $1880 involved would have amounted to $36.15 a week. Not a lot of money, to be sure, but a leetle steep to keep a twelve-year-old girl in cigarettes, mineral water and cosmetics for a week.

▼

"FOR Digestion's Sake—smoke Camels" is the theme of the new advertising campaign of the R. J. Reynolds Tobacco Co. The burden of the text is that people today find life more complex, harder on the nerves, and that Camels relieve the tension and thereby aid digestion. Well-known restaurants dominate the pictorial treatment while sports scenes in temperate and tropical settings add color to the layouts.

Take an early ad in the series, depicting a scene at Kugler's in Philadelphia. The familiar William is shown bending over a diner at one of the tables and also in an inset, accompanied by a paragraph beginning, "Camels and good food go together." There is also a view of a purchase of Camels at Kugler's cigarette counter.

In addition, there is a shot of George Lott, tennis champion, and also a front view of the LaVarres fording a river in British Guiana, with the water up to their necks, causing one to wonder where the photographer was when he snapped them.

The now familiar "Costlier Tobaccos" slogan, with its accompanying illustration of an opened pack of Camels, and a paragraph on the Camel Caravan, over a pretty girl with a cigarette (naturally a Camel) round out an ad that is chockful of interesting spots. We have not mentioned the illustration at the top, showing a motorist illustrating today's tangled traffic, which puts a load on nerves and digestion. We were disappointed when we didn't see a caption identifying Bob Woolsey, of the well-known clown partnership, Wheeler and Woolsey.

▼

THOSE of us who count ourselves students of advertising knew as soon as we heard it that there was nothing to that yarn about the American Tobacco Company paying $25,000, or what have you, for the pig-in-a-poke slogan, "Be Happy—Go Lucky." Some of us were willing to bet, when we first saw it in print in *Variety,* before it gained such wide circulation throughout the country, that the tale was some wisecracker's jimmy-pipe dream. And our willingness to gamble was based on the common-sense fact that the slogan did not lend itself to the "reason why" character of Lucky Strike advertising. We knew, or we were sure we knew, that whatever new campaign was in the process of incubation would have as its theme some new and striking "reason why."

Our opinions were confirmed in the copy which broke last week in the newspapers after an absence of seven months. A light smoke, having less acid—that is the "reason why" Luckies have something to offer to each type of smoker, the opening advertisement of the campaign states.

This campaign will attract attention through the utilization of the pen and ink art of James Montgomery Flagg. Three-fourths of this first ad, for instance, was devoted to the Flagg illustration—three males and three females of varied types waiting for the Interurban at Pleasantville station, each smoking a cigarette, while behind them a billboard describes Luckies as "a light smoke of rich, ripe-bodied tobacco—'It's Toasted'—Luckies are less acid" and pictures the familiar package in dominating size.

The headline declares that "A light smoke offers something to each smoker," and below the illustration is a graph comparing acidity in cigarettes, based on recent chemical tests whose results, a footnote states, were verified by independent chemical laboratories and research groups. The single paragraph of text emphasizes the use of center leaves of the tobacco plant in Luckies.

The American Tobacco Company is mentioned only once in the advertisement—in the six-point copyright line.

"Going to Town," the second release of the new series, indicates that the campaign will be marked by a variety of treatment of the same theme. The long narrow layout, somewhat of a departure for Lucky Strike, features a half-tone of a young couple in the front seat of a motor car, with a country road curving ahead. The cigarettes in the photograph dominating the copy are cleverly handled. You look at the back of both the boy and the girl. You see, however, the girl's cigarette in her hand. And you see the boy's cigarette in his mouth, reflected in the rear view mirror over the windshield.

Painted signs on either side of the road ahead bear the Lucky arguments emphasized in the first ad. The acid chart is repeated.

▼

FOR a long time there has been a discussion going on in a general way about modern packaging, and it is pertinent at this time to call attention to the Sixth Packaging Exposition which will be held at the Hotel Pennsylvania, New York City, from March 3rd to 6th. There is much that could be done by the manufacturers in the cigar industry in the way of packaging their product.

And if they don't believe it we refer them to Printers' Ink Monthly for February, 1936, pages 71 to 82 inclusive, which contain an article by Martin Ullman and Carroll B. Larrabee, titled "Package Ideas From Europe."

In these twelve pages are illustrated 166 packages and containers for various products manufactured in Europe, the photographs of which Mr. Ullman brought back with him from a trip abroad.

You will have to read the story and see the pictures to be convinced that the United States is far behind in modern packaging. And we suggest to all manufacturers that they personally read this article.

We know that the cigar and tobacco manufacturers have held for years that to change a single line in a label would destroy the prestige and good will of any brand.

But, to quote, "There is nothing so changeless as change," is to emphasize a fact that is being recognized more and more today in all lines of merchandising.

After all, products speak for themselves, and there is a large doubt in our mind that changing a cigar container or its label would have a detrimental effect on sales. We rather think that it might be beneficial. The pride born of sentiment for a cigar label or band which is ancient of days and years is indeed a fine thing. It is as basic as our pride in ancestry.

But nations themselves are moving on to new ideas, and we of the United States must be prepared to meet the competition of other countries both at home and abroad.

As Carroll Larrabee says, in reference to the European containers and packages:

"Certainly these packages show a freshness of viewpoint, a striking inventiveness and an obvious desire to make containers convenient, beautiful and, finally, merchandisingly effective."

And the most important point for the cigar and tobacco products manufacturers to consider is merchandising effectiveness.

In these past few years some of the most important products for the family table have changed their labels and style of packaging overnight, only to find to their great delight that the change brought increased sales.

From time to time men buy and wear a new suit of clothes, but the new suit does not change the man inside of them. But the new suit may befit him so well that it will add a considerable something to his ability to impress executives and purchasing agents and secure additional business.

AT LEAST two cigar manufacturers are moving on with improved packaging for cigars in the high brackets and are now offering these attractive sizes in containers decorated with metal lithography instead of the prosaic paper labels. One manufacturer who dared to make so radical a change snapped up orders for more than two million cigars within a few days after he launched the new package.

The other manufacturer is doing as well as can be expected because the cigars in the new box are in Class E, and the Class E cigars have their appeal limited by the pocketbooks of such appreciative smokers.

Anyway it seems to be an idea that is attracting attention to cigars—which is something greatly to be desired. And we understand that one company is working hard right now to get the cost of metal decorations down to a point where it can be used on containers for cigars in the lower brackets.

▼

WITH cigar withdrawals for the calendar year of 1935 showing an increase of more than three and one-half per cent., there is cause for feeling confident that in the twelve months of 1936 the increase will be far greater. In December, 1935, the Class A withdrawals were more than 263,000,000 and Class C something more than 42,000,000.

Looking backward to 1920, in the month of December, we find that Class A had a record of more than 119,000,000, while Class C showed withdrawals of more than 217,000,000.

While December is not a month when withdrawals are anywhere near peak figures, we have used that month for comparative purposes.

We still believe that Class C will come back and that with its progress will come increasing confidence in the future of the cigar business and all other lines of business as well.

▼

THE manufacturers of pipes and accessories in the United States may find a challenge in the following editorial taken from the January issue of *Tobacco,* a monthly journal published in London, England:

"The conclusion of a reciprocity treaty between Canada and the U. S. A. with consequent tariff changes, gave rise to fears that pipes, cigarette cases, etc., would be adversely affected. Canadian merchants, however, are not disturbed, and point out that English pipes, cases, smokers' sets, and the like, are far superior in quality to American productions of similar price. They say that records show that English pipes are being sold faster and in greater numbers than ever before, and shop windows and interior displays are featuring them frequently. Again, the duty on American goods is 32½ per cent., whereas on English productions it is only 22½ per cent.

"The general opinion in the Dominion is that English goods are perfectly safe, and that Canadians will continue to purchase heavily from the Motherland."

On to N. A. T. D. Convention!

Country's Distributors Will Foregather in New York

MEN who distribute tobacco products, whether you choose to call them distributors, wholesalers or jobbers, will descend on New York from all parts of the country to attend the convention of the National Association of Tobacco Distributors, beginning on Thursday, February 20th, and coming to a close with the election of officers on Sunday, the 23d, and including a brilliant banquet on the evening of Washington's Birthday.

Most important of the topics to be considered at the convention will be a plan to promote the spread of cigar smoking.

Among the speakers will be Arthur Whiteside, president of Dun & Bradstreet and former NRA director; J. C. Albright, of the U. S. Census Bureau; H. H. Heitman, executive manager of the National Association of Credit Men; H. H. Titsworth, Chief of the U. S. Tobacco Study Division; Judge George McCorkle, Chief of the Trade Practice Division of the Federal Trade Commission, and others.

Members of the trade who will address the convention are Fred Winter, of the Winter Cigar Co., Denver, Col.; David Vipond, of the Scranton Tobacco Co., Scranton, Pa.; George Melhado, of George Melhado & Co., Roxbury, Mass.; Arthur Haas, of the Donovan-Haas Co., Buffalo; Clarence Hunter, of the J. P. Manning Co., Boston; C. Bruce McConnell, of Hamilton, Harris & Co., and R. O. Downie, of the Samelson Co., Memphis, Tenn.

Under the direction of Mrs. Samuel Wasserman and Mrs. Jonas J. Ollendorff, a committee has made arrangements for the entertainment of the visiting ladies, which will include a luncheon, shopping tours, a bridge party, a visit to Radio City, a sight-seeing tour, and a matinee.

The detailed program given out to Joseph Kolodny, secretary, follows:

Thursday, February 20—8 P. M.—Pre-convention get-together in the North Ballroom, Hotel New Yorker, open to members, manufacturers, salesmen, retailers, wholesalers and all directly connected with the tobacco industry. Admission gratis, but by ticket only. Entertainment and refreshments.

Friday, February 21—8:30 P. M.—Directors Meeting (Executive Session).

First Session

One P. M. Precisely.

A. Address of welcome by Herman Oriel, president of Greater New York Division, NATD.

B. President's address by E. Asbury Davis.

C. Vice-President's address by Joseph P. Manning.

D. Secretary's report by Joseph Kolodny.

Resume of all activities of the Association for the period since the Chicago Convention in February, 1935. Among the features to be covered are the following:

1. Nullification of the NRA. 2. Industrial Self-Government. 3. Federal Trade Commission Rulings. 4. Present status of industry—Legislative, Economic, Financial. 5. Recommendations for the future—Board of Directors recommends for 1936.

It is vital that every member of the NATD attend this first session to obtain at first hand, a report of the present status and future plans of the trade.

E. Address by Arthur Whiteside, president of Dun & Bradstreet, and former Administrator of the NRA.—"The Permanent Place of the Wholesaler in the American Scheme of Distribution."

F. Action on proposals.

G. Address by Mr. Albright, of the U. S. Government Bureau of the Census. —"What Means the Census of Distribution to You."

Friday Evening, Manufacturers' Night—Manufacturers exhibiting at display booths will meet with jobbers. We respectfully request all members to spend this evening visiting the first Wholesale Tobacco Distributors' merchandise exhibit. There will be no other session Friday evening. This is Manufacturers' Night. Refreshments will be served at the exhibit, with movies and entertainment.

Second Session

A. Legislation—National, State.

B. Plan for retailers' rehabilitation.

C. Address by Congressman Wright Patman, of Texas, on "The Evils of Price Discrimination."

D. Appointment of Nomination Committee, Resolution Committee, and the Good and Welfare Committee.

A. Addresses by industry members.

F. Address by H. H. Heimann, Executive Manager, National Association of Credit Men—"The Future of Prosperity."

Third Session

A. NATD presents plan for the restoration of prosperity to all branches of the cigar industry.

Cigar manufacturers invited to attend and participate in the discussion.

B. Address by H. H. Titsworth, Chief of Tobacco Study Division, U. S. Department of Commerce—"High Spots in the Tobacco Industry."

Session adjourns at 6 P. M.

Saturday Evening—Fourth annual mammoth banquet in the grand ballroom of the Hotel New Yorker. Entertainment, dancing, dinner and innovations.

We shall be honored by the presence of the ladies at this enjoyable event. You may invite as your guests, either members or non-members of the industry.

Fourth Session

A. Address by Judge George McCorkle, Director of Trade Practice Conferences, Federal Trade Commission—"The Commission and Your Rulings."

B. Report of Resolutions Committee.

C. Report of Nominations Committee.

D. Report of Good and Welfare Committee.

E. Period of Criticism and Suggestions.

F. Addresses by members of the trade.

Convention adjourns at 2 P. M. Sunday, to enable members who so desire to leave for trains in time to reach business Monday morning.

(Continued on page 12)

PHILADELPHIA.

BAYUK BREVITIES

AUBURN TOBACCO CO., INC., distributor, Auburn, N. Y., is stepping up sale and distribution of Bayuk Phillies. A recent campaign, supported by E. T. Clifford, further strengthened consumer call for brand in that district . . . Plenty activity at the St. Louis Branch of Bayuk where salesmen under direction of George P. Cummins, Jr., Branch Manager, are keeping Bayuk Brands well displayed and in good demand . . . George T. Hebbard, Bayuk salesman, assisting King Cigar Co., Flint, Mich., in campaign on Bayuk Phillies reports brand moving very favorably . . . San Jose Distributing Co., San Jose, Calif., is spending up sale of Bayuk Phillies and reports sale on upward trend.

Wagner's Dainties and Monticellos continue to make business hum for John Wagner & Sons.

Paul Brogan, president of Yahn & McDonnell, is in Florida. It's a pleasure trip. He admits it. Although he did call on the cigar manufacturers of Tampa on his way down.

Herman Abrams, the Medalist man, is looking for business—and finding it—in New York State.

Ben Lumley has taken another one of his hikes to Baltimore and Washington and garnered more orders for Garcia y Vega.

H. H. Middleton, of John Middleton, Inc., reports that he found business very satisfactory on Walnut and Club Mixtures in Boston, where he called on the distributing house, William Rodman and Son.

Spencer Morris Sports, the sensational small cigar manufactured by Geo. Zifferblatt & Co., now has distribution in forty-two States, after only six months in the field.

E. A. Kline & Co., makers of Medalist Cigars, have placed their advertising account with Morton Freund, New York Agency. A magazine campaign is planned.

G. H. P. JOTTINGS

TO Frank P. Will, executive vice-president and general manager of the G. H. P. Cigar Co., the most impressive evidence of the comeback of the cigar was had in the fact that the cigar increase for the last half of the year 1935 was two and one-half times as large as the increase in the first half of the year. All G. H. P. men are preaching the good tidings of the return of the cigar as part of their efforts in promoting El Producto and La Azore . . . Sol Bornstein, assistant sales manager, is away on a two weeks' trip, calling on all the branches and distributors in the central and northwest territories, his itinerary taking him as far as St. Paul . . . The TOBACCO WORLD extends its sincere sympathies to W. A. Olivy, G. H. P. purchasing director, on the passing of his daughter, Thelma.

On the return of Harry A. Tint from Tampa and Havana, one of the Tint boys, Bernard, leaves to cover the same ground as part of his annual vacation.

The trip of George Zifferblatt to Havana was productive of good results in that he obtained an ample supply of leaf tobacco to meet his needs for some time.

Among the recent visitors to Philadelphia were Sam Zinberg, of Comoy pipes; Irving Lewis, of A. Oppenheimer & Co.; and Gene Popper, of E. Popper & Co.

Edwin Cigar Co., New York, has appointed Friend-Wiener Advertising Co., New York. Ernest H. Wiener is account executive. Newspapers and magazines will be used.

P. Lorillard Co. will sponsor University of Virginia boxing matches and Olympic boxing tryouts for Old Gold cigarettes. Lennen & Mitchell, Inc., New York, is the agency.

Among the most popular radio stars, according to a poll of critics of daily newspapers conducted by the *New York World-Telegram,* were the following associated with tobacco broadcasts: Glen Gray and his Casa Loma Band, sponsored by R. J. Reynolds Tobacco Co. and Lily Pons, singing for Liggett & Myers Tobacco Co.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

REIMPOSITION of the processing tax on tobacco, but no new general taxes, is expected to be the order of the revenue legislation planned to meet the cost of the Administration's new farm program. Any effort to increase present income rates or add new levies will be strenuously fought by Administration leaders in Congress. Plans of President Roosevelt for taxes to raise the revenue to finance the new farm program contemplate merely the reimposition of the processing levies, possibly broadened to cover certain related products not included in the original measure. An effort also will be made to reimpose these taxes retroactively to July 1st, last, which is as far back as Congress can carry them, according to an opinion by the Attorney General.

No effort is to be made this session to finance the payment of the soldiers' bonus. The agricultural tax bill will raise about $500,000,000, which is probably a third more than will be required during the initial stages of the new farm program, and the excess can be used to meet the early demand for payment of the bonus.

ADMINISTRATION leaders in Congress, anxious to secure adjournment of the session as early as possible and impatient over the extensive political debates which so far have monopolized the time, are threatening to impose gag rules in the House of Representatives unless members get down to business. Because of the campaign, President Roosevelt is desirous of having Congress go home as soon as possible, realizing that the longer the session the more he is subject to attack from political opponents and the greater the chance of the enactment of legislation repugnant to the voters.

CREATION of new sources of employment will be the major problem of the next few years and new fields of work will have to be found for about one-fourth of the country's wage earners if they are not to be permanent recipients of relief, according to officials of the American Federation of Labor. Figures compiled by the federation show that approximately 11,401,000 persons were out of work at the close of last year out of a total of 51,884,000 workers.

FEDERAL licensing of all corporations engaged in interstate commerce will be considered by the Senate interstate commerce committee this month and an effort to secure the enactment of the legislation before the adjournment of Congress. Hearings on the measure sponsored by Senator O'Mahoney, of Wyoming, will be announced within the next few days, it is expected.

The bill would set up a national corporation system authorizing the formation under Federal charters of corporations to engage in commerce among the states. It provides for the issuance of licenses through the Federal Trade Commission to corporations already engaged in such commerce. Provision is made for the protection of labor by writing into the charters and licenses a guaranty to the right of collective bargaining, a prohibition against child labor and safeguards to prevent discrimination against female employees.

ESTABLISHMENT of a new Federal court, to which could be taken appeals from rulings or regulations of Government agencies, is contemplated in legislation introduced in Congress by Senator Logan, of Kentucky, on which the Senate judiciary committee will be asked to hold hearings in the near future.

The proposed court would take over the functions of the Court of Claims, the customs court, the Board of Tax Appeals and other specialized administrative agencies. The tribunal would have about forty members, who would be split into divisions, each of which would have jurisdiction over a different class of cases. To this court would be transferred many of the suits which now are filed in Federal courts throughout the country, such as those for the recovery of taxes or seeking to enjoin collection.

POSSIBILITIES of restoring employment by restricting the use of labor-saving machinery are being studied by members of the House labor committee who shortly will hold hearings on a resolution offered by Representative Palmisano of Maryland

(*Continued on Page 14*)

WE'RE GIVING PIPE-SMOKING A DOUBLE BOOST!

FIRST—Sir Walter Raleigh is a milder blend that tastes better to the smoker and smells sweeter to others.

Second—our advertising preaches the joy of a ***well-cleaned*** pipe.

● Thousands of men have written for "How to take care of your pipe"—a swell little booklet. Maybe a few copies on your counter will help your pipe tobacco sales. Write for them.

Sir Walter Raleigh and a well-cleaned pipe are an unbeatable combination for any smoker's pleasure—and your profit.

Brown & Williamson products are designed to bring you the most profit in all lines and prices. Are you getting your share of profit from these live selling items: Kool, the largest-selling 15-cent mentholated cigarette; Raleigh, now selling at popular prices; Wings, a high quality 10-cent cigarette; Sir Walter Raleigh Smoking Tobacco, 15 cents and famous for its mildness; Target, a genuine blended cigarette tobacco for 10 cents; Dial Smoking Tobacco, a smoother blend of Burleys; Bugler, a blended cigarette tobacco for a nickel; and Golden Grain, the big 5-cent bag of roll-your-own?

On to N. A. T. D. Convention!

(*Continued from Page 6*)

Sunday Afternoon—3 P. M.—Meeting and induction of Board of Directors and Election of Officers for 1936.

All sessions will start promptly. The Convention has a crowded schedule and we will appreciate your co-operation by assembling sharply at the appointed hours.

The Ladies' Auxiliary of the Greater New York Division, of which Mrs. Samuel Wasserman and Mrs. Jonas J. Ollendorff are co-chairmen, has arranged a very complete program for the entertainment of the ladies who accompany their men folk to the Convention, as follows: Friday, February 21, 11:30 A. M., luncheon and shopping tour; Friday, February 21, 4 P. M., visit to Radio City; Friday, February 21, 7:30 P. M., bridge party, refreshments and entertainment; Saturday, February 22, 11:30 A. M., luncheon and matinee; Saturday, February 22, banquet in the evening; Sunday, February 23, 10:30 A. M., sightseeing tour.

Addresses will be delivered by members of the NATD on daily problems, as follows:

Fred Winter (Winter Cigar Co.) Denver, Colo.—"Cash and Carry, An Asset or a Liability."

David Vipond (Scranton Tobacco Co.), Scranton, Pa.—"Executives in a Jobbing House."

George Melhado (George Melhado & Co.), Roxbury, Mass.—"Association and Co-operation, Their Results."

Arthur Haas (Donovan-Haas Co.), Buffalo, N. Y.—"Maintenance of Daily Records of Profit or Loss."

Clarence Hunter (J. P. Manning Co.), Boston, Mass.—"Distributors' Functions and Responsibilities."

C. Bruce McConnell (Hamilton, Harris & Co.), Indianapolis, Ind.—"Training a Sales Organization."

R. O. Downie (Samelson Co., Inc.), Memphis, Tenn.—"Sub-Jobbing, Is It a Necessary Function?"

Refunds May Increase 1935 Earnings

REFUNDS to many tobacco companies of sums impounded by the courts, under temporary injunctions restraining processing taxes collections, present the possibility of considerable additions to 1935 earnings. What disposition will be made of these funds, in many cases, remains undetermined. The three major cigarette producers, American Tobacco Company, Liggett & Myers Tobacco Company and R. J. Reynolds Tobacco Company made no effort to restrain the collection of the taxes, although their annual payments under this levy were greater than for any other tobacco manufacturers.

P. Lorillard Company, the fourth largest cigarette manufacturer, obtained refunds this year amounting to nearly $600,000, and will probably recover not less than $350,000. Eighty-seven thousand dollars was recovered from the court in Norfolk, Virginia, something over $500,000 was obtained from the court in Cincinnati, Ohio, and the additional funds expected will be returned by the court in New Jersey.

In all, the taxes which will be returned to Lorillard will run to nearly $1,000,000, reports the *Wall Street Journal*. With 1,871,738 common shares outstanding, this would amount to fifty-three cents a common share if it was taken in as earnings for last year, and would undoubtedly be sufficient to put total net for the year well above the annual dividend of $1.20 a common share.

Philip Morris & Company has obtained a refund of $239,700. On the 415,026 shares of stock outstanding, this would be equal to nearly fifty-eight cents a share, if it is taken into the earnings for the current fiscal year to end March 31.

Many cigar companies enjoined the collection of the processing taxes, and either have obtained or will obtain refunds shortly. In Pennsylvania, some companies posted bonds guaranteeing the tax, and, when the AAA was declared unconstitutional, the bonds were voided, the money being released of claim. In Detroit, repayment of the taxes to the companies has been ordered.

In a few cases, tobacco wholesalers have indicated to the companies that they feel they are entitled to the refund of the tax, but, in the main, the principle that the manufacturers themselves absorbed the tax is well recognized. On cigars the broad statement that prices were not advanced probably holds true one hundred per cent. On Philip Morris cigarette, the price before the imposition of the tax was $6.85 a thousand cigarettes, and there was no change during the life of the tax, nor has there been any since its elimination.

On leading brands of cigarettes prices were raised from $5.50 a thousand to $6.10 a thousand early in 1934. The processing tax became effective October 1, 1933. However, the level from which the price of cigarettes was advanced was the lowest in well over a decade, and was due to the tremendously increased competition from lower-priced cigarettes. Even the present price is well below the average price which prevailed from the early '20s until price-cutting developed early in 1933.

Furthermore, if it could be maintained that the price advance passed on the processing tax, it would still be a fact that wholesalers and retailers participated in passing the tax on to the consumer, for a change in the price list of cigarettes is quickly met in the price over-the-counter.

Auditors will probably have the final say as to how the accounting of refunds should be handled, but the possibility that retroactive taxes might be passed and held constitutional is causing some concern. It is pointed out that, if the tax refunds are taken into earnings, income taxes must be paid on them. Then, the remote possibility is envisioned of the need for returning this money to the Government after having paid an income tax on it as profits.

LEAF TOBACCO EXPORT TRADE

ACCORDING to preliminary statistics assembled by the Tobacco Division, Department of Commerce, the leaf tobacco export trade in the United States in 1935 amounted to 396,330,308 pounds, valued at $134,042,938, compared with 1934 exports amounting to 440,866,494 pounds, valued at $125,064,123. Exports of leaf in 1935, as compared with 1934, show a decrease in total volume of 44,536,186 pounds, or 10.10 per cent., and an increase in total value of $8,978,815, or 7.18 per cent.

As regards types of leaf tobacco entering into the export trade in 1935, decrease in volume were registered by bright flue-cured, burley, dark-fired Kentucky-Tennessee, dark Virginia, Maryland and Ohio export, cigar leaf, and stems, trimmings and scraps. Increases were registered by Green River, One Sucker, Black Fats and Perique.

As regards average values, increases were registered by all types except Perique and stems, trimmings and scraps. The general average of all types exported in 1935 was $33.82 per 100 pounds, and in 1934 the average was $28.37.

Exports of manufactured tobacco products in 1935 increased in total value $958,532, or 11.94 per cent. Exports in 1935 were valued at $8,982,761, as compared with the 1934 value of $8,024,229. Exports of cigars and cigarettes accounted for the increase and also decreases in the value of chewing and smoking tobacco. Cigar exports were segregated in 1935, having been cared for under "other" prior to that time.

WEDDED TO HIS PIPES

ROWLAND V. LEE, director of "One Rainy Afternoon," Pickford-Lasky's initial production, and his pipe—or pipes would be more appropriate—are inseparable. "There are pipe-smokers and smokers of pipes," said Lee, drawing a fine technical distinction. "I'm a pipe-smoker. It takes years of experience to become that."

For more than a quarter of a century, Director Lee has smoked the same brand of tobacco. When fellow pipe-addicts—and Pickford-Lasky row at United Artists studios, from Jesse L. Lasky, president, down, swarms with them—offer Rowland their pouch to sample, he refuses smilingly to be tempted.

"A tobacco that has never failed you," he says, "is like a true and tried old friend whom you don't want to exchange for a new one."

At his desk or on the set of "One Rainy Afternoon," Lee always has a pocket full of pipes. As he smokes steadily, the assortment is necessary, for the dyed-in-the-wool pipe-smoker never reloads a pipe until it is thoroughly cooled. Fancy briars require tender care to preserve their sweetness.

So thoroughly is Rowland Lee wedded to his pipes—a lawful form of polygamy, even in America—that he does not care for tobacco in any other form. At dinner parties, he will take a few cigarette puffs, but invariably slips outside for a drag or two on the favorite "fumidor" during the evening.

"Cigarette smokers never make pipe smokers," Director Lee maintains. "They are mostly too nervous. To get real enjoyment out of a pipe requires deliberate and thoughtful smoking. It's an art which never fails to give genuine satisfaction to him who cultivates it."

Quality 2 for 5¢ *Cigars*

BY P. LORILLARD COMPANY, INC.

Meeting the public's demand for quality cigars moderately priced

★

Our other Popular 2 for 5¢ Cigars

JAMES G. BLAINE · LA FRAOSA · SARONA

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JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 741 Madison Ave., New York City

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SAMUEL MAGID, 2001 N. Mervine St., Philadelphia, Pa. ..... Secretary

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CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION

BROWN BOMBER:—46,520. For cigars, cigarettes and tobacco. East Prospect Cigar Co., East Prospect Pa., February 5, 1936.

TRANSFERS

RED ARROW:—(U. S. Tobacco Journal). For cigars. Registered June 15, 1885, by Stahl & Fletcher, New York, N. Y., **10,879** (Trade-Mark Record), for cigars, and **24,614** (Trade-Mark Record), for cigarettes, little cigars and tobacco. Registered September 8, 1891, and May 10, 1901, respectively, by Jacob Stahl, Jr., & Co., New York, N. Y. Transferred to H. L. Haines & Co., Red Lion, Pa., and re-transferred to El Moro Cigar Co., Greensboro, N. C., September 25, 1935.

HOP OVER:—45,013 (Tobacco Merchants Association). For all tobacco products. Registered June 27, 1927, by Petre Litho. Co., Philadelphia, Pa. Transferred to H. L. Haines & Co., Red Lion, Pa., and re-transferred to El Moro Cigar Co., Greensboro, N. C., September 25, 1935.

BIG HOP:—45,012 (Tobacco Merchants Association). For all tobacco products. Registered June 14, 1927, by Petre Litho. Co., Philadelphia, Pa. Transferred to H. L. Haines & Co., Red Lion, Pa., and re-transferred to El Moro Cigar Co., Greensboro, N. C., September 25, 1935.

LA PHILADENCIA:—13,900 (Tobacco World). For cigars, cigarettes and cheroots. Registered December 15, 1902, by E. E. Kohler, Reading, Pa. Through mesne transfers acquired by H. L. Haines & Co., Red Lion, Pa., and re-transferred to El Moro Cigar Co., Greensboro, N. C., September 25, 1935.

ZENDA:—17,780 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered October 3, 1895, by Witsch & Schmitt, New York, N. Y. Through mesne transfers acquired by Chris Langlitz, Marysville, Kansas, and re-transferred to the A. & R. Cigar Box Co., St. Louis, Mo., January 27, 1936.

SOCRATES:—4451 (Trade-Mark Record). For cigars. Registered October 3, 1887, by Geo. Schlegel, New York, N. Y. Through mesne transfers acquired by the Winget Cigar Machine Co., York, Pa., and re-transferred to Rod E. Druck & Co., Dallastown, Pa., January 31, 1936.

KING PIN:—(Trade-Mark Record). For cigars. Registered December 22, 1886, by S. G. Condit, New York, N. Y. Transferred to Gradiaz, Annis & Co., New York, N. Y., and re-transferred to Leonidas Arango y Ca., Tampa, Fla., February 5, 1936.

NEWS FROM CONGRESS

(Continued from Page 10)

Members of the committee believe that no permanent solution of the unemployment problem will be possible until the Government either restricts the use of labor-saving machinery or devises a program to keep the population at work in spite of such devices.

Even were the country to return to the production levels of the best pre-depression days, it is asserted, it would be impossible to give employment to the number then at work because of the strides made in the development of machinery in the past few years.

Limitations upon the use of machinery and the thirty-hour week must be adopted if the vast army of unemployed is to be returned to useful activity, according to labor representatives.

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In This Issue

TOBACCO DISTRIBUTORS BACK PROMOTION CAMPAIGN
By Joseph Kolodny

NEW PACKAGING WILL BOOST CIGAR SALES
By Hobart B. Hankins

CIGARETTES AND CIGARS START 1936 WITH GAINS

THE TALK OF THE TRADE

Modern Life is a strain on DIGESTION

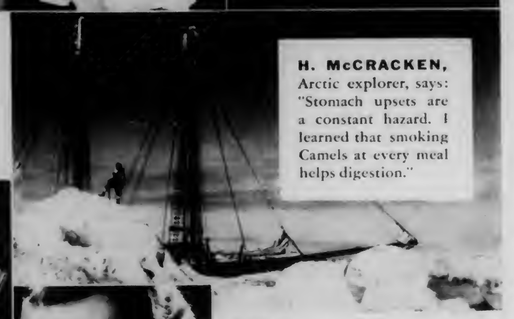
Smoking Camels Helps to Ward Off Indigestion Caused by the Breathless Pace of Modern Living

Faster — faster — faster goes the modern rush. No wonder indigestion visits so many. People can't seem to pause for proper eating. But here's one simple step every one can take! Smoke Camels for the sake of the positive beneficial effect Camels have upon digestion. Camels stimulate and promote natural processes of digestion. They restore a feeling of well-being. With their matchless blend of costlier tobaccos, Camels bring a supreme enjoyment of mildness and flavor!

THERE'S NOTHING MORE tiring than shopping. Remember that Camels before, with, and after meals help digestion. They set you right.

"DELIGHTFUL with meals and after," says Betty Chase, star figure skater. "Camels make food taste better and help digestion along."

Modern life in one of its most attractive phases—the Trianon Room *(above)* at the Ambassador in New York. Louis, *maître d'hôtel*, says: "Our guests come to the Trianon Room from New York and from all over the country. Those who enjoy dining here also appreciate the delicate flavor of the finer tobaccos in Camels. Camels are an overwhelming favorite here."



H. McCRACKEN, Arctic explorer, says: "Stomach upsets are a constant hazard. I learned that smoking Camels at every meal helps digestion."

COSTLIER TOBACCOS!

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

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TUNE IN! CAMEL CARAVAN *with* WALTER O'KEEFE • DEANE JANIS • TED HUSING • GLEN GRAY *and the* CASA LOMA ORCHESTRA • Tuesday and Thursday - 9 p.m. E. S. T., 8 p.m. C. S. T., 9:30 p.m. M. S. T., 8:30 p.m. P. S. T.—over WABC - Columbia Network.

For Digestion's Sake *smoke Camels*

THE TOBACCO WORLD

Vol. 56 MARCH 1, 1936 No. 5

IT IS common knowledge that we have been inactive in The Tobacco World affairs for some years, except on two occasions, and one was a case of illness. The other was an obsession which remains with us. The case of illness alludes to our former editor. While we have been writing for The Tobacco World again for less than a month, the February issues have brought us many letters, indicating that we are not forgotten by those who knew us from 1913 on, and our activity for more than ten years thereafter.

And now The Tobacco World comes forth in a new dress! We hope our readers will like it. We think it is modern and indicates the progressive spirit of the tobacco industry.

If our readers do like it, we would appreciate a word from them. And if they do not like it, please be frank with us and tell us why. Criticism is welcome at all times. We do not expect that we will please all of our old friends, but we are at least making the effort to please the majority.

So help Mr. Farley's department in Washington and write us a letter, telling us what you think of the new cover and the spirit of the editorial contents of this issue.

▼

THE annual convention of the NATD which began on February 20th at the Hotel New Yorker in New York, and officially ended on February 23d, was the most spontaneous outburst of enthusiasm that we have seen in the tobacco industry in our twenty-three years of experience.

To Joe Kolodny, and his committees, belong high praise for having consummated a highly constructive convention not only for the tobacco distributors, but for the manufacturers and retailers of tobacco products as well.

This billion dollar tobacco industry is not to be treated lightly, and the fact that Joe Kolodny and his cohorts brought more than one thousand persons to the annual banquet of the association on the night of Washington's Birthday, attests to his persuasive powers, and the intensive interest of the industry as a whole. The guests came from every part of the United States.

We emphasize the loyal interest of the manufacturers, distributors and retailers and suppliers to the trade, and the allied lines, in supporting the meetings and particularly the banquet, because on Washington's Birthday in 1935, we had nine invitations, formal and informal, for an evening of celebration.

We chose, and we do not regret it, to attend the meeting of our chapter of the Sons of the American Revolution. Our distinguished friend and compatriot, Dr. A. Guyot Cameron, now retired, journeyed all the way from Princeton, N. J., to the Union League in Philadelphia. Exactly eleven out of more than fifty answered the roll-call!

We digress and become personal merely to point out that probably every one present at the NATD banquet had from half a dozen invitations on into double figures to some Washington's Birthday gathering.

But they came to the NATD Dinner! And that's the point!

▼

MEMORY does not serve us as well as it did, and without the records at hand we cannot place the year or date, for we have been almost completely out of touch for more than a decade. But we do remember a dinner of the National Cigar Leaf Tobacco Association held at Lüchow's. (It came back to us as we lunched there this past week, for the first time in many years.)

As we remember, John Duys and Harry Rothschild were among the leading spirits. And that was a grand affair too. There was a "stooge" waiter who managed to keep one table after another in a furore, by serving the individual with something he didn't order—and not what he did order! Our memory is greatly refreshed in considering this point.

But this tremendous gathering of the tobacco industry at the New Yorker indicates that "Happy Days are Here Again," and it will be good for the industry's various associations to sponsor gatherings of this sort from time to time. The more frequently men in a trade or industry meet, that intimate relationship leads to a spirit of co-operation that cannot be created in any other way.

We extend our congratulations to the manufacturers for their splendid exhibits, and for their cordial reception to the members of the trade.

We compliment those who attended the Convention on their foresight. They must understand now that the cigar and tobacco industry is not only going ahead—but profitably, and for all.

And again thanks to Joe Kolodny for having consummated a tremendous undertaking with complete success.

▼

WHEN on a Monday, May 27, 1935, the Supreme Court of the United States folded the tents of the code authorities operating under the NRA, according to Donald Richberg more than 150,000 employes, skilled in various departments of business administration, were literally thrown out in the street. For there immediately followed orders from the NRA that no funds could be disbursed from code authority funds after May 27, 1935, for any purpose whatever.

As secretary of a code authority, stringently restricted from its inception as to the expenditure of moneys, we were not very happy over the order. It left many code authorities insolvent, due to the fact that the mandatory clause in almost every code for the payment

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; Gerald B. Hankins, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued on the 1st and 15th of each month. Subscriptions, available only to those engaged in the tobacco industry, $2.00 a year 20 cents a copy; foreign, $3.50 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

of code fees (collection of which was promised by NRA if a code authority could not collect) was never more than a casual gesture and produced no results.

Then followed instructions to code authorities to return all confidential papers to the parties who had submitted them, or to the NRA who promised to do the job for the code authority. The particular code authority in which we were interested returned such originals as we had, direct, but many originals, for the purpose of prosecution, were in the hands of NRA all over the country.

And it should be borne in mind that from six to twelve copies of every letter of any importance whatever concerning code authority operations were filed with NRA executives.

This simply leads up to a paragraph in our Washington letter in this issue which sets forth that the Department of Justice and the Federal Trade Commission (among other Government bureaus) may secure access to NRA files.

And it may concern the tobacco industry—not to mention other industries.

If this paragraph in the Washington letter becomes fact, then a pledge has been violated, for it was distinctly understood that all confidential information submitted to NRA would be inviolable.

And as a matter of fact when the first annual audit was made (which covered the dollars and cents business of each member of the industry, as well as his production), these sheets were ordered removed from the auditor's report before it was submitted to even the members of the code authority, to say nothing of the industry at large. Neither the counsel for the code authority, nor the chairman of it, was permitted to see that phase of the report.

Obviously, if this Washington report, that branches of the Government other than NRA may have access to NRA code authority confidential records, is a fact, it's time that industry and trade should take some action.

When the Government violates its pledge to its taxpayers who went along, willingly or reluctantly, with NRA, the mildest thing we can construct in the way of a phrase is that a vigorous protest should be made by the members of *every* industry.

▼

THE editor of *Advertising & Selling* is disgusted. He turns the pages of newspapers and magazines in deep disgust "with the manner in which advertisers persist in selling their goods for what they aren't, citing some palpably flimsy finding of 'science' as their sole justification." He wrote in the February 13th issue that it is perhaps unfair to blame any particular piece of copy, and then proceeded to lambaste the current Camel Cigarette campaign in the following paragraphs.

"Just to keep the record straight let's make clear that we smoke cigarettes—plenty of them—and that in common with millions of others we enjoy them—lots. But we don't smoke cigarettes to reduce our weight nor to pick up new pep. More specifically, we don't smoke them to improve our digestion or our dandruff.

"Probably the tobacco companies favoring such themes can cite scientific findings *ad infinitum* as evidence that these special physical blessings are all heaped upon us by virtue of our cigarette smoking. We strongly incline to the belief that equally reputable authority could be cited to the contrary. Indeed, we have read some mighty persuasive physiological testimony to the fact that cigarette smoking is not only of no positive benefit, but even detrimental to health under certain circumstances.

"However, we're willing to let that question of scientific veracity pass, if the cigarette company is—and we think they'd better, for it's going to embroil us both in an argument that certainly won't do either of us any good.

"Our point is this: if we want to reduce, if we want new pep, if we want to keep our wind from being cut down, if we want to refurbish our digestion, we're going to a good doctor and we're going to take his advice—even if it means cutting out cigarettes. Or we might take any one of a dozen well-known remedies for such ailments. The products have an honest right to advertise their health-giving virtues. Cigarettes haven't—and you don't need an M. D. to know that. Meanwhile, some of the cigarette companies disregard their own advertising rights for a mess of pretty messy pottage."

▼

AFTER reading that blast, we suspected that the gentleman was not so much disgusted as mad—mad in the sense of suffering from the sort of irritability that comes from indigestion. And it's a safe bet that the first thing he did after finishing that firebrand editorial was to take a few quick drags from a cigarette to allay his irritation, even though he seems to belong to that vanishing race of men who smoke cigarettes—plenty of them—and enjoy them—lots—in spite of their deep-seated belief that the practice is harmful to their health.

It is a fact that cigarette smoking began to assume huge proportions as one of the major habits of Americans in spite of this same drawback. We don't have to be octogenarians to remember the obstacles which the cigarette manufacturers had to overcome. Every manner of crime was attributed to the smoke of tobacco wrapped in paper. There is scarcely an oldster today who did not begin to smoke surreptitiously because it was a thing forbidden. There wasn't a disease on the calendar whose inception could not be traced to the cigarette.

If there is any doubt in anyone's mind about this, let him hark back to the cigarette advertising of even the recent past. It was defensive. It was negative, not positive. "Do not jangle the nerves." "Do not irritate the throat." "Not a cough in a carload." They did not attempt to tell anyone why he should smoke a cigarette. They simply gave him reasons why he should not refrain from smoking.

It was not until the World War that people generally began to realize that there was more to a cigarette than they had previously given it credit for. We believe that it is not stretching the truth to state that the cigarette helped to win the war.

During the last year, nearly four million people lighted cigarettes every minute of the sixteen waking hours of each day. These were branded cigarettes alone. Nobody knows how many more rolled their own each of those minutes.

Now our magazine editor seems to know clearly and definitely why he does not smoke cigarettes, but he is eloquently silent on the reason why he does smoke them, except for the generality that he enjoys smoking. He passes up the question of the character of that enjoyment.

We're going to take the liberty of telling him why he, along with uncounted millions of other Americans, enjoys smoking cigarettes. He enjoys them because of the unique properties of the tobacco in them.

▼

HE SMOKES when he's feeling just right because it is a pleasurable adjunct to the celebration of his happiness, and he smokes when he is blue because it is a comfort and a solace. He smokes when he has put over a deal because of the extra satisfaction it adds to his feeling of success, and he smokes when he has failed to accomplish a job satisfactorily because it is an antidote for discouragement. He smokes when he is working at fever heat because it clears his brain, and he smokes when he is tired after a finished task because it helps him to relax. He smokes after an elaborate dinner because it helps the processes of digestion, and he smokes when he has to postpone a meal because it allays the pangs of hunger. He smokes when he is doing a difficult job because it helps to keep his nerves steady, and he smokes when his nerves are shattered, because it is an anodyne. He smokes when he is knocking out a sizzling editorial like the one we have quoted, because it helps him to put one burning word after another, and he smokes while wise-cracking with his fellows at the club because it seems to go with the light-hearted moments as well as with the most serious working hours.

▼

PUT in fewer words, our editor friend, whether he knows it or not, smokes when his system requires a temporary increase of vital activity, because it is a gentle stimulant; and he smokes when he wants to allay irritation or pain, because it is a mild sedative.

When we made reference, in the beginning of these remarks, to the unique properties of tobacco, that is what we had in mind. No other herb grown by Nature is both a stimulant and a sedative. A stimulant is a medical agent. A sedative is a medical agent. They are as unlike as two things can possibly be. One is opposed to the other. They are contraries. Yet they are alike in the respect that each has the effect of making you feel better than you felt before; each has the object of bringing you to a sense of well-being.

One phase of the editor's attack which seems to us to be less than scholarly, is his summary dismissal of scientific findings as the basis of cigarette advertising. He says, in effect, that no matter what science may discover as to the physiological effects of smoking, he won't believe it. There is no other way to construe that *ad infinitum*.

He does not believe that Professors Haggard and Greenberg, of the Laboratory of Applied Physiology, Yale University, discovered accidentally, while investigating the question of the optimum mealtime interval, that smoking produces a definite increase in the concentration of blood sugar in the body, and that this is the source of at least a considerable part of the gratification from smoking.

▼

SCIENCE is constantly finding new facts that add to the present knowledge of the favorable physiological effects of smoking, and it is our understanding that the current Camel campaign is based on the latest findings of the effect of smoking on the human digestion. Special recording apparatus was devised. Foods were taken and measured individually, and then in combinations. The rate of flow and amount of secretion of glands contributing to digestion were accurately determined. In the course of the experiments it was found that smoking cigarettes markedly increased the flow of digestive fluids. The importance of this extra secretion in facilitating digestion is acknowledged, hence there is objective evidence for stating that smoking Camels is a definite aid to digestion.

We are reliably informed that, when the discoveries were brought to the attention of the R. J. Reynolds Tobacco Co., further definitive experiments were made to double-check upon the previous findings. The first findings, it is reported, were fully confirmed, enabling the manufacturers to state that smoking Camels is of genuine benefit to natural digestive processes.

The announcement came as no surprise to those who have long felt that a good cigar, a pipe or a cigarette helped them to digest a big meal. It's the tobacco that does the trick.

To us, however, the current Camel campaign is noteworthy in that it marks another long step away from the negative defensive advertising of the cigarette. We don't expect to see any more of the kind of advertising which urges us to smoke a cigarette because, forsooth, it won't do us any harm. We expect all cigarette advertising to urge us to smoke a cigarette because it will do us good—make us feel better.

▼

NOT everyone in the industry agrees with this exploitation of what is reported to be the physiological effect of smoking cigarettes. Liggett & Myers Tobacco Co., for instance, has several times in its advertising discounted these claims. Only the other day there was a humdinger of a piece of Chesterfield copy which has created widespread attention and comment. Under the heading "Fiddlesticks" the text ran as follows: 'You're a funny talking man to be selling cigarettes. You talk like they are cure-alls . . . I've known this for a long time . . . cigarettes cause no ills and cure no ailments . . . You mean ALL cigarettes . . . Yes, at some time or other, I have just about tried them all and what I say goes for all of them . . . Seriously . . . there is probably only one man on earth who would believe it if we told you that a cigarette would cure what ails you . . . On the other hand . . . there are millions of smokers who will testify, without publicity, as to the pleasure and enjoyment which they get from smoking a good cigarette."

It is a matter of record that Chesterfield advertising has stood out as positive, constructive promotion of the cigarette. Their famous slogan, "They Satisfy," is an example of what we have considered perfect cigarette advertising. Their copy has for years stressed the gratification, the pleasure, the enjoyment, which comes from smoking a Chesterfield, as in the closing sentence of the advertisement we have just quoted. They are in agreement, then, on the mental and physical effects of smoking a cigarette, and differ only when it comes to a breakdown of the elements making up those effects. It seems to us that their concern arises from the possibility of the cigarette being exploited as a patent medicine, which it is not. At any rate, their criticism of the type of selling which they oppose is infinitely more judicious than the uncontrolled attack of the editor of the advertising trade paper, which was the reason for writing these extended paragraphs.

New Packaging Will Boost Cigar Sales

By Hobart B. Hankins

FIRST of all we want to say that after visiting people of varied interests in the cigar industry, including cigar manufacturers themselves, we find them gratified by the prospect of "better business". And this feeling of optimism may be entirely justified for several reasons.

While there may be a difference of opinion on the subject, the fact remains that good cigars have a market above Class A. But in these recent years of discouragement, despite all that has been attempted to tinge the clouds with a silver lining, there is a feeling of reluctance in the cigar industry to attempt anything new or encourage the smoking of higher bracketed cigars.

And to digress, we think this feeling of pessimism is unwarranted. In 1935 the automobile industry did more to restore prosperity to the United States than any other branch of business endeavor. And whether the cars were bought for cash, or on a partial payment plan, the motor car industry had one grand year.

You of the cigar industry naturally want to know why. There is at least one answer.

They put the automobile up in a new package, and despite the fact that we became profane every time we had to crawl into a taxicab or a private car, on our hands and knees, we had to admit that the industry was not only going places but was having one of the best years in its history. Streamlined bodies, new hoods, and a lot of new internal and infernal gadgets, took the potential buyers—who had been holding back—by storm.

Now we come back to the cigar industry. And what we will say in some of the following paragraphs will probably confirm us as a modern Savonarola with the prospects of his Fate.

To get right down to brass tacks, what sells a product, whether it is coffee, flour, or marmalade?

It is the product itself, first of all.

And what comes second?

The answer is, the packaging.

Since we were not pledged to confidence, I am taking the liberty of telling a story.

A confirmed cigar smoker left the dinner table to seek a cigar. He found none! He immediately took his hat and coat and was about to set out for the nearest cigar emporium, when his wife inquired about his sudden departure. He said he was going to get some cigars.

"Well," said the wife, "How about that box that was on the coffee table about five months ago? I still have it."

The husband suddenly remembered the gift, and inquired, "Where is it?"

"In the coat closet," replied the wife. "It wasn't a nice looking box to have around the living room, so I put it away."

And so the husband went to dig it out from under the hats and scarves and what have you, and found the cigars had suffered severely from their tenancy in the hat and coat depository. So he went out and bought some cigars anyway.

This happened last summer.

A few weeks ago he took home a novel package, and as there was some entertaining, the cigars went quickly. A few days later he found the empty package on the table, picked it up, and was about to surrender it for all time to the trash man. The wife spoke up with distinct objection to the discarding of such a splendid package which she considered an adornment to the living room.

And so this man casually made a survey of his home. And in looking about, he found numerous and distinctive candy boxes containing everything from buttons to darning cotton, and so on. The containers were kept because they were distinctive!

It was for that reason the novel cigar container was saved from the trash can. It was a package that in the eyes of the lady, who controlled the household, was a mark of embellishment for the coffee table, or whatever other table she may have desired to ornament.

The point we are trying to make is that the time has come for new types of packaging. When the lady about the house saves her candy boxes, and finally finds a cigar box which makes an appeal to her artistic sense of the finer things, then this prosaic cigar industry has apparently started for new places. And the trials and tribulations of the cigar industry over some years certainly warrant a new interest in the progress of anything that will promote its prosperity.

With every fear that we will offend some of our good friends in the industry we say, that aside from the integrity of the product, the cigar manufacturer must take into consideration most seriously, the packaging of it.

In the early part of the twentieth century—the first years to be exact—the cigarette industry was well behind cigar withdrawals. We do not have the figures at hand but we do know that the cigar production averaged over a period of years is just about where it was in the early 1900s. But the cigarette industry has increased more than times.

And more power to the cigarette industry because of the fact that it has something which the cigar industry seems to lack—and that is the intestinal fortitude to not only advertise their products but to in some way interest the RETAILER in the proper method to merchandise their product. And this is one of the critical things about the progress of the cigar industry—the retailer of cigars must look into the future of his business and become a merchant, not an order taker. Because a customer asks for a two-for-five doesn't mean that with some discretionary persuasiveness the purchaser can't be brought around to a five-cent cigar.

This brings us back again to a line already written. First of all is the integrity of the product itself, and second the container in which it is packed. And you can't get away from the idea that the package does count.

All these years the cigar industry has been running along with the same old label and the same old package. Almost every other industry has gone places by changing their package. But the cigar industry

(Continued on Page 17)

Distributors Back Promotion Campaign

Complete Plan Outlined at NATD Convention

By Joseph Kolodny

IT is a concrete and definite reality that cigar consumption has been on the decline for a number of years; that the cigar manufacturing industry and all those depending, for their livelihood, on the sale of cigars, are not in a secure position economically; that, coupled with a diminishing cigar market, we also find that close to 90 per cent. of cigars produced are in the lower brackets; that generally speaking there is no evidence of a visible effort toward checking this condition; that, since we live in an enlightened and scientific era, one can hardly visualize something miraculous to happen that may correct this condition; that the situation challenges the intelligence, foresight, ability and fortitude of the industry, and that no one but the industry itself is capable of correcting it; that the plan we propose is based and predicated upon an organized and unified effort to restore cigar consumption.

Well may you ask—"Why should the NATD concern itself with this problem?" The NATD is concerned with the cigar situation and is advancing a plan for the increase of the consumption of cigars and the rehabilitation of the cigar industry because of the serious consequences of a continued cigar decline to the wholesale distributor.

It is my contention that even though the wholesale tobacconist markets a number of tobacco products and kindred lines, his prestige and good-will with both the manufacturer and customer are directly linked with the reputation and prestige of the brands of cigars which he controls as an exclusive distributor.

Why? Because irrespective of the large volume of cigarettes he may sell, a differential of one-tenth of one per cent. on a carton is sufficient bait to divert the major volume of his business to other wholesale or retail channels.

Next in line is the novelty business. Whatever theoretical profit may be derived from the sale of sundries, it requires incessant effort and continued driving of salesmen. This, coupled with the slowness of the turnover and the difficulty of collecting from retailers, does not make for a particularly secure investment or sound business policy.

As for candy—unless the distributor is fortunate in contracting an agency for exclusive distribution of a recognized confectionery line, he finds that the popular brands of five-cent candies are invariably subjected to the same destructive price competition as cigarettes.

In cigars, however, he possesses a bulwark which safeguards the permanency of his business structure. When, as a result of distribution and promotion, the brand meets with consumers' acceptance, the distributor is placed in a position of receiving a tangible return for his efforts and—what is of equal importance—valuable recognition from his customers.

Having clarified the position of the NATD let us now proceed with an analysis of the reasons presumably responsible for the decline of cigar consumption, the remedies proposed thus far, and our plan of action.

For the past three years, it has fallen to my lot to enjoy the position of spokesman for the wholesale fraternity—and by virtue of the various meetings attendant to code formation, proposals and hearings—to come in contact with a large number of cigar manufacturers and leaf tobacco packers. As a representative of the wholesale tobacconists, most of whom depend on cigars for a portion of their volume and profit, and also in my own capacity as a distributor, whose principal volume of business consists of cigars, I was naturally interested in various opinions relative to the status of cigar consumption. I found—much to my amazement and chagrin—that while practically every individual had some notion of the reasons responsible for cigar disintegration, and, while every manufacturer particularly had a solution—the inability, however, of effectuating that solution was always ascribed to the wickedness and—as many stated—dishonesty of the other manufacturers.

In making up a component picture of the various reasons, I find the following most accentuated:

(a) Some say it is due to the influx of bad cigars. This is difficult to dispute.

(b) The decline is due to cut-prices. A very controversial subject. Is a cut-price instrumental in increasing or decreasing the popularity and potentiality of a product? As of today, the subject is academic. Perhaps, some day, economists and business men may determine the consequences of, or benefits of cut-prices.

(c) Those who practice price-cutting maintain that the established prices of cigars today are exorbitant. The consumer does not receive sufficient value for his money. Who is to decide that? Who is to be judge of the intrinsic value of a product? Again, an academic subject.

(d) The decline of cigar consumption is due to economic conditions; that when prosperity is restored, cigar smoking will be forthwith revived. A reference to the revenue figures for the past ten years, however, will reveal to any skeptic that the decline of cigar consumption began at the height of American prosperity.

(e) Another group maintains that the accelerated pace of modern life has caused a decline in cigar consumption. Perhaps, but if smoking cigars is to be placed in the category of luxuries, then I want to remind my good listeners that just as much money is being spent for luxuries now as at any other time.

And while everyone seems to have his own opinion of the whys and wherefores nothing characterizing a concerted and unified effort has ever been crystallized. I maintain that a state of inertia accomplishes nothing; it solves no problems nor will a "do nothing" policy accomplish anything. If a person is ill, he does not sit down to philosophize as to the reasons for his sickness—whether it is a result of lack of sleep, lack of proper food, lack of exercise or recreation. He goes to a doctor for a diagnosis and cure.

Now, lest there be any misunderstanding regarding my former remarks, I wish to emphasize that we find no fault with anyone, nor do we quarrel with anybody's contentions. We do maintain, however, that the cigar industry needs concerted effort; that the industry itself must furnish it irrespective of classifications or alleged demarcation of groups. There is no such thing as demarcation lines in an industry. The success of any one group is dovetailed with the success of every other.

To the best of my knowledge—during the past three or four years—some discussion and many conferences have taken place, intent upon evolving a plan designed to rehabilitate cigar consumption. Among the remedies proposed were:

(a) Raising a huge fund to advertise. A splendid idea, but where will the money come from? An elaborate survey was made of the industry and even though it has revealed some striking facts and offered proposals, none were consummated and nothing was accomplished.

(b) Several months ago, a trade publication started a campaign known as the "Cigar Boosters' Association." It carried the names of people who joined cigar boosters' clubs. Each member was required to wear a lapel emblem symbolizing a cigar. A valiant effort—an honest, commendable effort—but it failed. Why? First, a trade paper, like any other publication, needs news for its existence. The repetition of the same item every week is not fresh news. It bores and fatigues the reader. Second, any movement needs organization, impact, driving force. A trade publication may support a project, but it cannot launch a campaign.

(c) Some of the manufacturers express the opinion that now when the processing taxes have been nullified, the manufacturing industry might be prompted to contribute money toward the raising of a huge fund for the purpose of restoring cigar consumption. It is my belief that it will not materialize because, my good friends, as of today, there is not sufficient confidence among the members of the cigar manufacturing fraternity to agree upon a plan. I make the statement distressingly and not without concern.

(d) A number of manufacturers are including in their regular advertising copy statements or suggestions calculated to stimulate cigar consumption. Again, a very fine spirit but the job at hand is too vast for any individual manufacturer. Furthermore, the accentuation of the name of the brand in bold copy and the message to prospective smokers in light copy does not serve the intended purpose.

Now, my friends, we have no panaceas; we have no magic wand; we have no intention of advocating a plan to raise a huge fund or spend vast amounts of money. We disclaim any originality or creativeness. We merely propose to awaken the industry. We merely propose to instill a cigar-consciousness in every one deriving all or part of his livelihood from the sale of cigars. We merely intend to consolidate prevalent opinions and give them momentum under the impetus and impact of a national organization. We propose to harmonize human effort and direct it toward a single objective similar to the methods society and science apply in harnessing waterways, electrical process, machinery and other devices of ancient and modern society.

Now, let us enter into the ramifications of our idea. There are, according to the Government and our surveys, approximately 30,000 to 35,000 individuals (exclusive of retailers) who directly or indirectly derive all or part of their livelihood from the manufacture, distribution and sale of cigars. We propose to steer, direct and revitalize this powerful force. Furthermore, we have no intention or desire to invade, embarrass or encroach upon the allied fields such as cigarettes, tobacco or pipes. We have no intention and will not lend ourselves either by deed or word toward the promulgation of any policies which may prove detrimental to the welfare of any branch of our business.

There are in the United States close to 130,000,000 persons—certainly a sufficiently widespread field to satisfy the ambitions—material and social—of every branch of our industry.

As distributors, we have no quarrel with anyone. If we sell cigarettes and tobacco, we aspire to derive a reasonable return on them. If we market or purvey pipes or kindred lines we require a fair return on these. If we distribute cigars, we seek a return commensurate with the time and effort required.

But I also maintain that neither manufacturer, jobber, retailer nor salesman has a right or license to derive a livelihood or profit from an industry unless he manifests an intention and determination to help preserve and safeguard the industry.

The Plan. Now, let us go back. We propose to enlist these 30,0000 individuals into an army of carriers of messages and other essential data, all of which is embodied in a comprehensive three year program. Due to the length of time necessary to elaborate in detail on all the technical phases of this plan, I shall ask your permission to forego any dissertation of the minute details.

The crux of the program is the organization of these 30,000 men along broadcasting group lines. Each group will have sponsors, announcers, talent and audience. Each of these classifications will be assigned a definite pursuit. This, however, again belongs in the category of detailed organizations and really does not warrant any analysis at this time.

One of the important features of the plan provides that each of these individuals contribute two minutes—every working day—toward the popularization of cigar smoking among consumers. Just think of it! Thirty thousand individuals at two minutes a day means 60,000 minutes each day or a total of 1,000 hours. Figure a day's work at eight hours—one hundred and twenty-five days, or practically four months' effort of one human being can be gotten in one day.

We will supply this vast army with the necessary literature and intelligible information to be conveyed to the consumers.

I will make mention—briefly—of the character of literature we expect to supply them. How to approach a consumer? What to tell him? Supplanting the momentary personal contact with the consumer, the salesman will leave with him a small two or four page leaflet containing some interesting story about cigar making.

On the fifth, fifteenth and twenty-fifth of each month, each of these men will be requested to affix three posters a day on the windows of retail stores. These posters will carry illustrated, apt slogans.

These posters will be prepared and furnished by the headquarters in New York.

Small four-page leaflets will be supplied to retailers, narrating interesting incidents about cigars, for distribution to consumers, written in fictional style. These leaflets will—from time to time—contain short

biographies of great men in American history, industry, and other walks of life who smoke cigars.

A monthly magazine—edited preferably by a board consisting of editors of the current trade publications—written in fictional style, will be distributed to the salesmen of manufacturers and distributors. It will be the purpose of this pamphlet to make the salesmen cigar conscious. The salesmen will be encouraged and requested to contribute articles to this little house-organ.

A National Cigar Week will be fostered, preferably in September of each year, so as to prepare the public mind for Christmas cigar purchases.

It is well known that a very conscientious and commendable effort has been made by certain groups—I believe the salesmen's association—to popularize Father's Day in this industry. It is our intention to revive this public holiday.

Then, we can have three concentrated periods each year for peak cigar purchases by consumers—Christmas, Father's Day and National Cigar Week in September.

We shall form a permanent group of members of the industry in the State of California for the purpose of influencing well-known motion picture characters to smoke cigars when appearing in films.

Committees will be designated to prevail upon clothing manufacturers to have their models portrayed smoking cigars—for smoking a cigar is indicative of good taste, which indirectly infers that the garment becomes a gentleman.

We are compiling a list of the sons of manufacturers and distributors who are students at various colleges—and let me interpose at this moment—a college education, having become a necessity, the number of cigar offsprings in these institutions is rather large. If my memory serves me correctly, some manufacturers have—at one time or another—endeavored to popularize cigar smoking among the young people. It failed because—as I mentioned earlier in my remarks—the task involved by far surpasses the organization resources of any individual, or any firm.

Therefore, while we may designate groups to fraternize with the college student, and attempt to teach him how to smoke cigars, we believe we can touch a more intimate note by directing our appeal through those individuals whose economic security depends on the sale and consumption of cigars.

Men congregate in many places—Kiwanis clubs, chambers of commerce meetings, political clubs, social clubs, athletic clubs, and a number of other places. A large number of cigar manufacturers, sales managers, salesmen, jobbers and others in the industry are members—and many of them active—in these local, civic, athletic and political activities. We will direct our efforts toward showing these various members of the industry logical and inoffensive ways of stimulating cigar consumption among all these congregations.

The retailer is a most important and inseparable partner in this far-reaching project. His attitude toward his cigar department has been a rather frustrated one—and he is entirely innocent of any censure for that. He can be enrolled. He wants to be enrolled in this campaign. He is anxious to sell cigars. It furnishes him a fairly satisfactory return. He knows that an increased sale of cigars means an increased traffic of potential buyers.

As of today, his cigar case is covered and overshadowed with numerous types of candies and novelties; several broken boxes of cigars, and other types of merchandise. The consumer, in many cases, has to apologize because he dares to ask for his favorite brand.

If every salesman selling cigars will, upon entering the retailer's store, enthusiastically inform him that a national campaign to rehabilitate cigar consumption is in progress, and will recite to him the story of this campaign—which story will be furnished to the salesmen, then I do not hesitate to aver that the retailer will join this united campaign—especially when he is provided with the definite material to do so.

The plan provides for the development of box trade by persuading the retailer to display several boxes of cigars on his case with appropriate cards recommending cigars and suggesting the purchase of a box.

Manufacturers will be asked to include statements in their advertising copy which will harmonize with the campaign.

Cigar sales managers. Frankly, my friends, they need a little education. Many of them are required to address meetings of either factory or jobbers' salesmen. They will be given a definite task. When addressing sales meetings, a liberal portion of their time should be devoted to a general discussion of the national effort of the industry to increase cigar consumption which will result in a more secure future for the man whom he addresses and also for himself. The sales manager will be furnished with a plan of procedure.

To maintain constantly the salesman's interest and attention, we will ask all the distributors and manufacturers to provide space in the salesman's reports for inclusion of a brief survey as to his performance each day.

These are but a few of the highlights of our proposed plan.

I might go on for hours, discussing and presenting every technical and administrative phase of this plan. I do not have any intention, however, of imposing any further upon your valuable time. We have tried to formulate a plan which will be operative within the economic limitations of the industry. We want to make a start. When we have taken the initial steps, we will complete further methods or procedure. This can be done!

And now we approach an important angle—how will this be financed? While the outline presumably embodies thoughts which—on the face of it—require huge sums for the proper carrying out of the entire idea, you will find, however, upon a close analysis that it is evolved and formulated so as to become operative on a most inexpensive basis. It does entail, however, dynamic effort. It requires organization. It needs stimulation of enthusiasm; and maintenance of that enthusiasm. It is a superb organization task.

Expenses to be incurred will be confined entirely to literature, posters, folders, leaflets, postage and circulars.

It is my honest belief—if I know our industry—that every conscientious manufacturer and every progressive distributor will gladly assume the infinitesimal cost involved. As a matter of fact, about two months ago, I was privileged to entertain as my guests at luncheon, a number of cigar manufacturers. At the time I briefly presented to them a summary outline of

(Continued on Page 14)

PHILADELPHIA.

BAYUK BREVITIES

"WELCOME. We are glad to have you visit us. Please consult 'Information' who will help in every way possible to serve you"—that is the greeting which meets you as you leave the elevator at the seventh floor in Bayuk's headquarters, Ninth Street and Columbia Avenue. . . . Bayuk headquarters on February 15th was graced with the smiling countenance and presence of E. C. MacAllister—better known as Mac—territorial manager for northern Jersey, who had been among the missing for the past fortnight. Mac likes winter vacations, having evidently been born under the planet Aquarius, indicative of a fondness for traveling and scenery. Didn't say where he went, but believe he migrated to the sunny south. But returned looking fine and fit to keep Phillies 'round and 'round and rolling. . . . The many friends of Harry Catlin, of the Bayuk sales organization, sympathize with him in the loss of Mrs. Catlin, whose demise occurred February 14th. . . . George L. Branzell, Maryland and Virginia territorial manager for Bayuks, writes that he has again ventured out and is recuperating rapidly from his recent illness. . . . Fred Brown, genial manager of the New York branch of Bayuk's, strolled into headquarters and arranged for additional shipments for the demand on Bayuk cigars in the metropolitan area. . . . Bayuks declared a dividend of seventy-five cents per share on its common stock, payable March 15th, to shareholders of record February 29th; and a quarterly dividend of $1.75 on the preferred, payable April 15th, to shareholders of record March 31st.

Bernard Tint, Harry's son, has returned from his annual winter vacation.

Ben (Garcia & Vega) Lumley is back from a trip to Baltimore and Washington.

Dave Abrams is covering Eastern Pennsylvania in the interest of Spencer Morris Sports and other brands of G. Zifferblatt & Co.

B. Pefzka, of Otto Eisenlohr & Bros., Inc., has been transferred to Harrisburg, to succeed Morton Horner, who died suddenly last week. He will make his headquarters at Lebanon.

G. H. P. JOTTINGS

FRANK P. WILL, executive vice-president of the G. H. P. Cigar Co., and Sol Bornstein, assistant sales manager, returned from the distributors' convention, very enthusiastic over the plans for a promotion campaign to stimulate cigar smoking. In their reception of El Producto and La Azora distributors, they were assisted by Jack Cohen and Bill King, of New York, and Frank Lynch, newly appointed branch manager in Newark, N. J. . . . Mr. Will has been wearing a big smile since seeing the report of January production with substantial gains for cigars. . . . Sol Bornstein says that the G. H. P. spirit of optimism has been neither frozen by the low temperature nor dampened by the slush. He thinks the bad weather will prove a blessing in disguise. There will be bumper crops for the farmers, roofs will have to be repaired and roads mended. Building trades are showing a new lease of life. All of which, he says, means money for good cigars. . . . Along with the industry generally, January showed a nice gain for the company. February was hampered by unfavorable weather in the beginning, but the business began to boom as soon as people were able to get out and move around. . . . Among recent visitors were Daly Brothers, of Butler, Pa., who stopped off on their way home from the distributors' gathering in New York.

Frank Fonseca has gone to the Midwest promoting the products of the Penlo Cigar Co.

Morris K. Langsdorf, who operated the cigar manufacturing company of Jacob Langsdorf Sons until he retired twenty years ago, died last week at his home in the Garden Court Plaza Apartments. He was eighty-four years old.

Regimental Mixture, a new smoking tobacco bearing the John Middleton brand, is featured in the window display of the McDonnell Store at Fifteenth and Chestnut Streets.

Bering, product of Corral, Wodiska and Co., is shown in four sizes at the Yahn & McDonnell store in the Widener Building.

Manager White reports gratifying volume in Monticello and the other special brands carried by John Wagner and Sons.

Cigars and Cigarettes Continue to Gain

THE following comparative data of tax-paid products, indicated by the monthly sales of stamps, are issued by the Bureau of Internal Revenue for the information of representatives of the several industries, trade journals, etc. (The figures are subject to revision until published in the annual reports.)

Products	—*January*— *1936*	*1935*
Cigars (large)		
Class A .....No.	306,206,565	299,474,020
Class B .....No.	3,242,556	2,404,563
Class C .....No.	25,296,586	23,722,568
Class D .....No.	1,683,774	1,701,302
Class E .....No.	149,882	275,614
Total large cigars	336,579,363	327,578,067
Cigars (small) .....No.	15,375,306	18,065,800
Cigarettes (large) ..No.	260,175	206,900
Cigarettes (small) ..No.	12,724,857,580	11,336,532,357
Snuff .....Lbs.	3,274,089	3,514,239
Mfd. tobacco .....Lbs.	26,215,626	26,606,049

Tax-paid products from the Philippines (not included above) were as follows:

Products	—*January*— *1936*	*1935*
Cigars (large)		
Class A .....No.	10,108,880	18,429,160
Class B .....No.	11,070	68,183
Class C .....No.	8,160	11,834
Class D .....No.	210	127
Class E .....No.	140	150
Total large cigars	10,128,460	18,509,454
Cigars (small) .....No.	...	...
Cigarettes (large) ..No.	...	100
Cigarettes (small) ..No.	400	29,000

Tax-paid products from Puerto Rico (not included in above statement) were as follows:

Products	—*January*— *1936*	*1935*
Cigars (large)		
Class A .....No.	3,757,750	3,549,875
Class B .....No.	90,050	105,100
Class C .....No.	57,150	38,050
Class D .....No.	...	...
Total large cigars	3,904,950	3,693,025
Cigars (small) .....No.	322,400	200,000
Cigarettes (small) ..No.	340,000	200,000

Withdrawals for Previous Januaries

1921	462,798,039	1928	413,531,675
1922	443,260,802	1929	427,715,807
1923	559,183,386	1930	418,900,080
1924	504,023,809	1931	362,939,318
1925	474,803,054	1932	342,923,509
1926	433,672,942	1933	296,640,206
1927	466,078,254	1934	337,291,761

Comparative Statement of Internal Revenue Collections for January

Source of revenue	*1936*	*1935*
Cigars .....$	800,649.52	$ 797,386.49
Cigarettes	38,176,548.42	34,011,210.47
Snuff	589,336.18	632,562.94
Tobacco, chewing and smoking	4,718,978.34	4,789,195.68
Cigarette papers and tubes	99,514.70	98,462.30
Miscellaneous, relating to tobacco	302.41	125.55

Collections From Agricultural Adjustment Taxes and Tobacco Sale Tax

Commodity	*Month of January, 1936*	*Total from from July 1, 1935 (fiscal year 1936)*
Tobacco (tax effective October 1, 1933)		
Processing taxes .....$	408,047.42	$13,156,183.45
Import compensating taxes	2,445.37	55,301.47
Floor taxes	539.15	13,774.55
Total, tobacco	411,031.94	13,225,259.47
Tobacco sale tax.....	265,651.50	1,029,431.00

PATMAN BILL MEETING

WHOLESALERS in all lines of trade meeting chain-store competition or in which manufacturers are engaged also in retail distribution are to be invited to a "national conference of independent business men" to be held in Washington March 4th to consider the Patman bill outlawing chain stores. The meeting will be sponsored by the United States Wholesale Grocers Association, which has been actively agitating for enactment of the measure "to protect the independent business man distributor and manufacturer from monopoly and monopolistic practices."

While the pending legislation is of most importance to the grocery trade, it is pointed out that other lines, including tobacco, also are affected by chain-store operations, and members of those trades therefore have a direct interest in the measure.

Enactment of the Patman bill will be bitterly fought on the floors in both Houses of Congress, where it will be attacked as a measure which would increase the cost of living.

If adopted, it is likely that the bill will be followed by measures prohibiting manufacturers from functioning as wholesalers in selling direct to retailers and providing more definite classification and interpretation of the functions of wholesalers and retailers.

The United States Tobacco Co., New York, maker of Dill's Best and Model smoking tobaccos, as well as snuff, has appointed Arthur Kudner, Inc., of that city, as advertising counsel. Harry Dwight Smith, who was for years an executive with McCann-Erickson, Inc., is in charge of advertising for the tobacco firm.

Pick & Pat
in "PIPE SMOKING TIME"
with "DILL'S BEST" ORCHESTRA and
THE FOUR "MODEL" SMOKERS
SINGING SONGS MEN LIKE
C. B. S. COAST-TO-COAST—MONDAY NIGHTS
For time of this popular program see evening radio programs in your local newspaper
TUNE IN WITH THE INCREASING SALES OF
AMERICA'S FASTEST GROWING BRANDS

DILL'S BEST and MODEL TOBACCOS

Cigars Up 114 Million in 7 Months

	1st 7 Mos. Fiscal Year 1936		*+Increase —Decrease Quantity*
Cigars:			
Class A—			
United States ..	2,532,112,875	+	133,382,840
Puerto Rico ...	37,582,945	+	1,388,440
Philippine Is. ..	116,548,105	+	881,635
Total	2,686,243,925	+	135,652,915
Class B—			
United States ..	39,588,776	+	326,780
Puerto Rico	1,034,650	—	284,600
Philippine Is. ..	137,164	—	216,826
Total	40,760,590	—	174,646
Class C—			
United States ..	316,760,726	—	21,409,036
Puerto Rico	462,450	—	9,550
Philippine Is. ..	166,824	—	7,164
Total	317,390,000	—	21,425,750
Class D—			
United States ..	24,923,853	—	163,818
Puerto Rico	2,500	+	1,000
Philippine Is. ..	33,991	+	31,364
Total	24,960,344	—	131,454
Class E—			
United States ..	3,264,380	+	382,405
Puerto Rico	.....		.....
Philippine Is. ..	1,340	—	405
Total	3,265,720	+	382,000
Total All Classes:			
United States ..	2,916,650,610	+	112,519,171
Puerto Rico	39,082,545	+	1,095,290
Philippine Is. ..	116,887,424	+	688,604
Grand Total .	3,072,620,579	+	114,303,065
Little Cigars:			
United States ..	102,323,120	—	15,109,133
Puerto Rico	1,172,400	—	267,600
Philippine Is. ..	.....	—	16,800
Total	103,495,520	—	15,393,533
Cigarettes:			
United States ..	81,965,029,090	+	7,513,674,844
Puerto Rico	2,266,590	—	294,980
Philippine Is. ..	767,680	+	37,990
Total	81,968,063,360	+	7,513,417,854
Large Cigarettes:			
United States ..	1,669,114	+	234,613
Puerto Rico	160,000	—	76,000
Philippine Is. ..	400	+	300
Total	1,829,514	+	158,913
Snuff (Lbs.):			
All U. S.	20,629,867	—	339,617
Tobacco Mfd. (Lbs.):			
United States ..	178,820,995	+	1,813,558
Philippine Is. ..	5	—	8
Total	178,821,000	+	1,813,550

LA PALINA EXCELLENTE AT 5¢

THE Congress Cigar Company, of Newark, N. J., announces a new 5-cent La Palina Excellente, with tobaccos guaranteed to be of a higher grade than those used in their brand of the same name that formerly sold for 10 cents. It is stated that more than two million dollars have been spent to date in developing the new cigar. When distribution is completed, a dominant and consistent advertising campaign will break in leading newspapers and on billboards in La Palina territories. Attractive displays will be furnished to retailers.

(*Continued from Page 10*)

this proposal. Much to my elation and satisfaction, every one of them has definitely gone on record in support—morally and financially—of this constructive effort.

Furthermore, we will prepare a ballot containing a selected list of thirty representative and reputable manufacturers. These ballots will be disseminated among all cigar manufacturers with a request to vote for nine men. The nine receiving the largest number of votes will be invited to act in an advisory capacity to the administrative body.

The task is a huge one, but so is this industry. Some of us find ourselves in such a hopeless mental state that hardly any proposal will meet with acclaim. Most of us, however, have hope, ambition, determination and definite objectives. Whatever category you may be a member of—we want you to start anew, forget the past and let us revive life, hope, prosperity and security—in that most important branch of our industry—cigars.

Bayuk Enters Lower Class Field

BAYUK'S increased earnings last year over 1934 were due largely to the steady growth in sales of Bayuk Phillies, the featured five cent brand of the company and the largest-selling cigar on the market. This increase in sales of Phillies in 1935 over 1934 was double the entire cigar industry's increase on five cent cigars.

Beginning this year, Bayuk is aggressively entering the lower price field with a new cigar, the Charles Thomson, selling at five for fifteen cents. This new cigar, introduced in the Central West, has met with instant success.

Regarding the outlook for this year, Harry S. Rothschild, president, makes the following statement.

"Consumers' acceptancy of our products, loyalty and untiring efforts of employees and good-will of the distributing channels of our products—all these vital factors have never been on a higher plane.

"The cigar industry is undergoing changes from the standpoint of the public's preference for cigars. In line with our action three years ago when we met the smoker's needs by reducing the price of Bayuk Phillies from ten to five cents, we can assure you that present conditions have been met and we have anticipated the public's demand for cigars by entering aggressively the price classifications of product sought by the consumer.

"We look forward to 1936 for a continuance of the progress made in the last three years."

COMMON SENSE

The importance of attractive and dependable containers for fine cigars is recognized by the progressive cigar manufacturer.

Generally the brands that are increasing their goodwill in this present analytical market are packed in the *new improved AUTOKRAFT cigar boxes.*

Cigar Manufacturers who have not investigated the value of the merits and economies of the splendid and inviting package may obtain complete details promptly by addressing the AUTOKRAFT BOX CORPORATION.

Phila., Pa.
Hanover, Pa.
Cincinnati, Ohio

AUTOKRAFT BOX CORPORATION
LIMA OHIO
A Nation Wide Service

York, Pa.
Chicago, Ill.
Detroit, Mich.
Wheeling, W. Va.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

MEMBERS of the tobacco industry who made reports to the NRA during the code period with the understanding that the information furnished would be held confidential may find that same information used against them by other branches of the Government, including the Federal Trade Commission and the Department of Justice.

With the dissolution of the NRA several departments are exerting strong pressure to have turned over to them the code histories which were written after the Schechter poultry case decision had outlawed the codes, together with all confidential papers in the files of the recovery organization.

The War Department is said to be seeking the information for use in connection with its plans for industrial mobilization in the event of an emergency; the Department of Labor wants it for use in connection with its labor studies; the Federal Trade Commission is interested in any information it can secure regarding trade practices, and the Department of Justice long has been curious as to certain phases of the activities of some of the major industries. Other Federal agencies also have studies and investigations in which they believe this data would be valuable.

No decision has been made as to the disposition of the code histories and documents of the NRA, but it is held by Administration officials that the histories, at least, should be turned over to some Federal agency which could make some use of them.

REFUSAL of Secretary of Commerce Roper to make public a report declared to show that industry has quite generally abandoned labor standards imposed by the codes has made him the target of criticism from organized labor and may result in a move in Congress to force release of the information.

The report was drafted by an impartial committee named by President Roosevelt, who instructed that the results of the survey were to be made public. Although the Secretary has refused to divulge the committee's findings, it is asserted by labor spokesmen that the report shows conclusively a general abandonment of the standards set up by the former codes.

A confidential survey by officials of other departments is said to have disclosed that nearly half of 3500 firms holding Government contracts have abandoned the labor standards. It is charged by labor officials that a general reduction of 10 to 25 per cent. has been made in wages and the working week lengthened materially in many of the most important industries.

OFFICERS of drug, tobacco and other chain-store systems are considering the transformation of their organizations into voluntary chains as a means of avoiding the handicaps and taxes imposed by chain-store legislation in various states and the threat of Federal legislation.

Pointing the way to a possibly widespread reorganization of the country's whole chain-store structure, the James Butler Grocery Company, a New York corporate chain, has sold its 500 stores to their managers on pay-as-you-go terms and will hereafter confine its operations to wholesaling. Another large grocery chain has laid the groundwork for similar action by building up a voluntary chain of some 3000 stores, to which the stores it now operates can be added if state legislation becomes general.

Under the plan most generally under consideration, the chain-store organizations would sell their stores, and the new owners would form a voluntary chain, while the parent company would become a wholesaler for the group.

AMENDMENT of the Unemployment Compensa- Act to confine the payroll tax to that part of the payroll represented by all workers who earn $3000 a year or less is being urged upon members of Congress. Although the benefits of the act are confined to persons making not more than $3000 a year, it is pointed out, the tax applies to the entire payroll, and it is contended that employers are required to pay taxes on the salaries of employees who can secure no benefits from the legislation.

It is indicated that the tax provisions of the act may be one of the points attacked in suits to determine the constitutionality of the legislation.

The movement for amendment is being sponsored by the Merchants Association of New York, which is seeking also amendments in the State laws to ease the burden upon industry.

"It is highly questionable whether industry and business can absorb the eventual load imposed by the laws as they are now written," it was declared by William E. Yeomans, manager of the association's industrial bureau. "The growing tendency of employers more generally to realize and accept their responsibility toward the problems of unemployment may easily be destroyed by the imposition of excessively burdensome and destructive legislation."

DISTRIBUTORS PAY HONOR TO E. ASBURY DAVIS

IN appreciation of the services of E. Asbury Davis, president of NATD for the last three years, the association voted at the convention in New York to express its gratitude in tangible form. With this objective in mind, upon a motion by Mr. Kolodny, a volunteer committee consisting of the following: Arthur M. Eisig, Metropolitan Tobacco Company, New York City; Henry Gunst, Cliff-Weil Cigar and Tobacco Company, Richmond, Va.; Alex Schwartz, Keilson Cigar Company, Cincinnati, Ohio; B. Middleman, Middleman & Weise, Baltimore, Md., and Fred Winter, Winter Cigar Company, Denver, Colorado—has organized itself and is at present evolving plans which when carried out will fittingly and forcefully illustrate to Mr. E. Asbury Davis the industry's esteem of him and affection for him.

Following is the list of officers:

President, Allan C. Davis, F. A. Davis & Sons, Baltimore, Md.

Senior Vice-President, Edmund C. Dearstyne, Dearstyne Bros., Albany, N. Y.

Second Vice-President, Alex. Schwartz, Keilson Cigar Co., Cincinnati, Ohio.

Third Vice-President, Jonathan Vipond, Scranton Tobacco Co., Scranton, Pa.

Fourth Vice-President, Alexis Ehrman, Ehrman Bros. & Horn, San Francisco, Calif.

Fifth Vice-President, Sam Grossman, Chicago Tobacco Co., Chicago, Ill.

Treasurer, George B. Scrambling, 510 Blackstone Building, Cleveland, Ohio.

Secretary, Joseph Kolodny, Jersey City Tobacco Co., Jersey City, N. J.

Chairman of Board of Directors, Joseph P. Manning, Joseph P. Manning Co., Boston, Mass.

The directors follow:

Two years (expiring 1938): Henry Pinney, H. E. Shaw Co., Worcester, Mass.; George Frings, Frings Bros., Philadelphia, Pa.; C. B. Leidersdorf, Lewis-Leidersdorf Co., Milwaukee, Wis.; Sam Grossman, Chicago Tobacco Co., Chicago, Ill.; Charles F. Becker, Chas. F. Becker Cigar Co., Detroit, Mich.; Nathan Eckstein, Schwabacher Bros. Co., Seattle, Wash.; Robert Burnett, R. D. Burnett Cigar Co., Birmingham, Ala.; John Loughran, D. Loughran Co., Inc., Washington, D. C.

Three years (expiring 1939): Edmund C. Dearstyne, Dearstyne Bros., Inc., Albany, N. Y.; Joseph P. Manning, J. P. Manning Co., Boston, Mass.; Allan C. Davis, F. A. Davis & Sons, Baltimore, Md.; Joseph Kolodny, Jersey City Tobacco Co., Jersey City, N. J.; George B. Scrambling, Cleveland, Ohio; Jonathan Vipond, Scranton Tobacco Co., Scranton, Pa.; F. Winter, Winter Cigar Co., Denver, Colo.

The following directors' terms are holding over to 1937: Alex Schwartz, Keilson Cigar Co., Cincinnati, Ohio; Alexis Ehrman, Ehrman Bros., Horn Co., San Francisco, Calif.; Lloyd Black, New York City; J. Renz Edwards, F. S. Edwards Tobacco Co., Kansas City, Kan.; Arthur M. Eisig, Metropolitan Tobacco Co., New York City; Claude Harrison, Ouachita Cigar & Tobacco Co., Monroe, La.; Ed. Harris, Hamilton-Harris Co., Indianapolis, Ind.

America's

outstanding 5¢ cigar value

Don't miss Muriel as the sure-fire Five-cent Leader on your cigar counter

★

P. LORILLARD COMPANY, INC.
Established 1760
119 WEST 40th STREET . . . NEW YORK CITY

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CLIFFORD N. DAWSON, Buffalo, N. Y. ..... Executive Vice-President
JAMES C. THOMPSON, Chicago, Ill. ..... Treasurer

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JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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ABE BROWN, 408 Market Street, Newark, N. J. ..... President
JOSEPH FREEMAN, 615 West 150th Street, New York City..First Vice-President
FRANK SOBEL, 72 Williams Street, Newark, N. J. ..... Secretary
ALBERT FREEMAN, 25 West Broadway, New York City ..... Treasurer

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MORRIS LEVITONE ..... President
SAMUEL MAGID, 2001 N. Mervine St., Philadelphia, Pa. ..... Secretary

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E. ASBURY DAVIS, Baltimore, Md. ..... President
JOSEPH KOLODNY, 200 Fifth Ave., New York, N. Y. ..... Secretary
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer

UNITED STATES TOBACCO DISTRIBUTORS ASSOCIATION

JOHN F. BROWN ..... President
HERMAN H. YAFFE, 301 Fox Building, Philadelphia, Pa. ..... Secretary

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

TRANSFERRED

HOLIDAY:—45,816 (Tobacco Merchants Association). For cigars. Registered November 1, 1930, by D. Emil Klein Co., Inc., New York, N. Y. Transferred to Scranton Tobacco Co., Scranton, Pa., March 23, 1935.

NEW PACKAGING A BOOSTER

(*Continued from Page 6*)

with its statistical records stands still, averaged over a period of more than thirty years.

We feel that the matter of prime importance to the cigar industry today is modern packaging—something new and something attractive.

To continue the story, a manufacturer did something radical, in the way of packaging. The designer of the package did a lot of things as a check up.

First he took an independent store and found that in one month he had sold sixty-eight boxes of the cigars at something less than $5 a box, aside from individual sales of one or two or three cigars.

It may not occur to the retail clerk or the proprietor of any cigar store—chain or independent—what the sale of even one box of cigars means.

To get back to this check up about the cigar business, a request was made that their numerous salesmen report not only on how many cigars were offered *them* during a day, but how many offices displayed cigar boxes on their desks.

This research has continued over a period of time, and sad to relate, the results have been most disappointing.

The story could be ended here, but we wish to add a few paragraphs.

Just recently we sat in a man's office—a man interested in the cigar business. Primarily we called on him to know what could be done to help the cigar business, in spite of the economic situation, since just as many automobiles were skidding around as ever, and a high percentage of new cars at that.

His reply was to open his desk drawer and bring out a box of cigars. "Have one," he said.

And we did and he said, "There is the answer."

To tell his comment briefly, he said you won't find cigars being passed around in private homes, nor will you be offered them out of a box in an office. The retailer is partly to blame, and so is the manufacturer because he doesn't properly package his product to induce the consumer to purchase by the box rather than by twos and threes.

The idea that because grandfather had a certain label—and that it could never be changed—has been contradicted in these recent years by scores of manufacturers in varied industries. The brand name remained the same, and the integrity of the product, but the package changed, and sales increased.

Established 1886

"BEST OF THE BEST"

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

CIGAR FOREMAN—PAST MASTER ON AUTOMATIC AND all other cigar and bunch machines, also handwork. Go anywhere. Highest references. Open for position. What have you? A. O. Weiser, 214 N. Twelfth Street, Philadelphia, Pa.

VENDING MACHINES

ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

BUYERS' GUIDE

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875

NIC. ALTHAUS CO

MANUFACTURERS OF HIGH GRADE CIGAR BOXES

CEDAR BAY — LABELS, RIBBONS, COMPLETE LINE OF SUPPLIES — PRESS PLATES MILLED

637-641 EAST 17TH ST. NEW YORK.

CONSOLIDATED

LITHOGRAPHING CORPORATION

Main Office, GRAND STREET & MORGAN AVENUE, BROOKLYN, N. Y.

J. A. VOICE, President and General Manager

BETTER CIGAR BANDS — BETTER CIGAR LABELS

WINDOW TRANSPARENCIES

automatic

machines offer

A NEW RETAIL OUTLET

for

TOBACCO PRODUCTS

Get all the facts now on automatic merchandizing.

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THE AUTOMATIC AGE

2810 S. Michigan Avenue

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It Pays to Advertise

IN THE

TOBACCO WORLD

Gives counts and prices on over, 4,000 different lines of business. No matter what your business, in this book your prospective customers listed.

Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

Write for Your FREE Copy

R. L. POLK & CO.,
Detroit, Mich.

Largest City Directory Publishing List Compilers—Publishers in the World—Mailness Statistics—Producers of Direct Mail Advertising.

The Standards of America

Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts

Strong, Salt, Sweet and Plain Scotches

Manufactured by

GEORGE W. HELME CO.

111 Fifth Avenue, New York

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issued 1929 — MARCH 1, 1936 — Prepared twice a month

PHULOFAX

(The Retailer's Friend)

SAYS

According to the National Industrial Conference Board, total retail sales for 1935 reached 32 billion dollars — 4½ billion more than 1934.

You can easily figure out for yourself, Mr. Retailer, what per cent of the total you got!! At that, most any per cent of 32 billion dollars' business is worth fighting for!

—o—

Phil knows, and admires very much, a jobber whose cost of doing business varies from around 3% in August to around 9% in January.

"Well, what about it?"—you may ask. Nothing very much, only this jobber KNOWS it!

—o—

"Each week at our sales meeting, we elect an Honor Man amongst our salesmen. Votes are cast by our salesmen on basis of the most meritorious and practical suggestion for increased business advanced by any salesman during the Sales Meeting . . . you might be surprised, Phil, to see the interest aroused in this little stunt" —so writes a progressive jobbing friend. No, A. L. K., I am not surprised but very much pleased.

—o—

"Week of January 6th was a good sales week with me . . . cleaned up all the odds and ends of novelties left over from the Holidays . . . now have nice, clean stock," so writes a dandy little retailer who one of these days is going to be a dandy big retailer.

—o—

In employing a man, what is the paramount point you look for in that man?

In seeking a position, what paramount point do you possess to put over to your prospective employer?

—o—

Pretty soft for those boys working down in Florida these cold days up North here . . . do they really get paid for working down there? . . . Four New Year resolutions still intact . . . Where do they actually get that extra day they run into February this year and if they had to tack on another day, why couldn't it have been another Sunday instead of an extra work day? . . . Well, we'll see it doesn't happen again for four years anyhow, that's us!

Phil M. Phulofax* D. B. L.

*Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

FRED BROWN OFFERS FORMULA FOR SUCCESSFUL RETAILING

A lot of our readers will know Fred Brown. He manages a factory branch for a leading cigar manufacturer. Like every good salesman who has climbed the ladder, Fred knows a thing or two about the retailer's problems.

Here is a story Fred told us recently. We are passing it along, because it contains a moral that is visible at half a mile on a foggy day.

* * *

Some time ago (says Fred) a chap I know was just starting in the retail cigar business. He was asking my advice about store fixtures, and the question of display came up.

"Say, Fred," he asked me, "how many brands do you think I ought to display on the top of the case?"

"Not more than four or five," I replied.

"How do you figure that out?" he wanted to know.

"Well," I said, "there are only four or five really fast sellers in this territory. For your own protection, you should not place any box on top of the case that you are not sure of emptying in less than a week. Dried out cigars hurt your business. Because when he gets a dry cigar, the customer blames *you*, not the manufacturer, or the brand. So my advice is, display your quick-repeaters on top of the case and keep the slower-moving goods inside.

"If you find that a particular brand sells say three boxes a week, by all means make a pyramid of three boxes of that brand. You will discover that a pyramid will sell more cigars than a single box possibly can. But be sure to place all display cigars inside your case or humidor overnight, so they will be fresh next morning.

"Stick to that system of keeping your best sellers on top of the case, and you will not only get a reputation for having fresh goods, but you will also sell a whole lot of cigars."

* * *

Three months later this dealer dropped into Fred's office to shake him by the hand. "You certainly had the right dope, Fred," said the dealer. "That steer you gave me was all to the good. It put my business on its feet right from the start."

BAYUK BRANDS BUILD BUSINESS

Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)

Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

DON'T LET THIS BUG BITE YOU!

Just as regularly as some people get hay fever, others are taken down with the Election Year Jitters. It gets them every fourth year, and no matter how many previous attacks they may have survived, they are sure that this one is going to be the blow that killed father.

Already we are beginning to run across miserable victims of this strange malady. You can spot them by unmistakable symptoms — a chattering of the teeth and a continual low muttering: "Election Year! It's gonna be bad for business!"

Phooey! We first heard that chestnut the year we voted for Tippecanoe and Tyler too. And even then we didn't think it made sense.

We don't know much about any business but cigars—only what we read in the papers. But all the big fact and figure men say 1936 is going to be a great year in a lot of lines. And we personally are willing to bet both of our two shirts that this will be a great cigar year. Simply because more people have more money to spend on cigars than they've had in a coon's age.

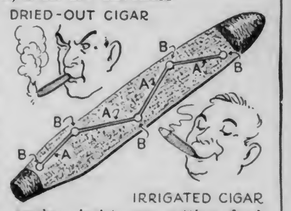
If you think 1936 is going to be a *bad* year, it will be for *you*. But it's going to be a banner year for the salesmen and the retailers who get busy and make it a banner year.

Whether the Republicans or the Democrats win in November, men are not going to stop smoking cigars in July—or in December, either, for that matter. And gosh all hemlock! Think of all the campaign cigars the politicians will be handing out!

PATENTS UNAPPLIED FOR—No. 7

SELF-HUMIDIFYING CIGAR

Prof. H. E. ZANUTT, I. K. I.—Inventor



Object: To overcome the objectionable features of a dried-up cigar.

The "Self-humidifying Cigar" will be hailed with enthusiasm by all smokers who have had trouble with dried-out cigars. This novel cigar is constructed on the well-known principle of the automatic sprinkler. A tiny canal (A) runs through the cigar. At intervals along this canal are small sealed reservoirs (B) filled with distilled water. Both canal and reservoirs are made of a gelatine-like substance. As the cigar burns, these reservoirs melt, one by one, releasing the water and irrigating the tobacco—thus giving the effect of a fresh, well-conditioned cigar.

Ill-natured correspondents have written to point out that if the smoker insists on getting fresh cigars, he will have no need of the "Self-humidifyer." The Professor's answer to this unfair criticism is: "Why bring that up?"

The "Self-humidifying Cigar" was perfected at the request of Mr. Edward Costello, Providence, R. I. In the next issue the Professor will explain a device suggested by Mr. Chas. O. Smith, Cincinnati, Ohio.

TIGHT BINDING

WHAT DO YOU THINK?

Put yourself in a smoker's place! He likes cigars or he would not buy them when other kinds of smoke satisfaction may be had everywhere on easy terms and short notice.

WOULD YOU PERMIT A DEALER TO SELL YOU SOMETHING IN THE SHAPE OF A CIGAR WITHOUT THE QUALITY OR THE WORKMANSHIP YOU WERE ACCUSTOMED TO AND GET AWAY WITH IT MORE THAN ONCE OR TWICE?

NOT WHILE YOU WERE CONSCIOUS!

It is highly probable that the Smoker feels that same way about it. So why kid him along with cheap substitution and inferior merchandise!

THE CHEAPER THEY ARE THE FEWER WE SELL!

If the trade tried quality at a better price, maybe the cigar smokers would come back. Why not try it?

WE RECOMMEND THE HAND-MADE LONG FILLED MANILA CIGAR, THE GOOD OLD FASHIONED KIND, AS A TRADE BUILDER AND A SURE SOURCE OF INCOME.

MANILA AD AGENCY

(C. A. Bond, Mgr.)

15 William Street, New York, N. Y.

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MARCH 15
1936

TOBACCO WORLD

ESTABLISHED
1881

In This Issue

CIGAR BUSINESS IS GOOD BUSINESS
By Harry S. Rothschild

"ADAM SAID: THE WOMAN . . ."
By Hobart B. Hankins

WHERE WAS POCAHONTAS?

THE TALK OF THE TRADE

Modern Life is a strain on DIGESTION

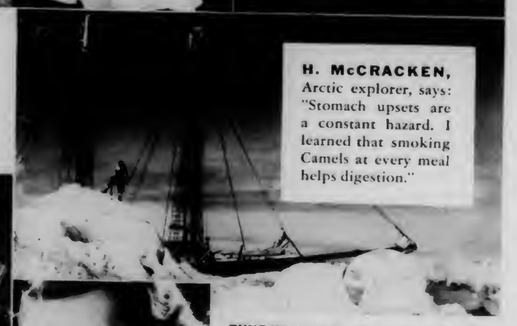
Smoking Camels Helps to Ward Off Indigestion Caused by the Breathless Pace of Modern Living

Faster — faster — faster goes the modern rush. No wonder indigestion visits so many. People can't seem to pause for proper eating. But here's one simple step every one can take! Smoke Camels for the sake of the positive beneficial effect Camels have upon digestion. Camels stimulate and promote natural processes of digestion. They restore a feeling of well-being. With their matchless blend of costlier tobaccos, Camels bring a supreme enjoyment of mildness and flavor!

THERE'S NOTHING MORE tiring than shopping. Remember that Camels before, with, and after meals help digestion. They set you right.

"DELIGHTFUL with meals and after," says Betty Chase, star figure skater. "Camels make food taste better and help digestion along."

Modern life in one of its most attractive phases—the Trianon Room *(above)* at the Ambassador in New York. Louis, *maitre d'hôtel*, says: "Our guests come to the Trianon Room from New York and from all over the country. Those who enjoy dining here also appreciate the delicate flavor of the finer tobaccos in Camels. Camels are an overwhelming favorite here."



H. McCRACKEN, Arctic explorer, says: "Stomach upsets are a constant hazard. I learned that smoking Camels at every meal helps digestion."

COSTLIER TOBACCOS!

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

Copyright, 1936, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

TUNE IN! CAMEL CARAVAN *with* WALTER O'KEEFE • DEANE JANIS • TED HUSING • GLEN GRAY *and the* CASA LOMA ORCHESTRA • Tuesday and Thursday—9 p.m. E. S. T., 8 p.m. C. S. T., 9:30 p.m. M. S. T., 8:30 p.m. P. S. T.—over WABC-Columbia Network.

For Digestion's Sake *smoke Camels*

HOBART B. HANKINS—*Editor* *Associate Editor*—JOHN CLEARY

THE TOBACCO WORLD

Vol. 56 MARCH 15, 1936 No. 6

ANNOUNCEMENT

WITH its next issue, the TOBACCO WORLD will change from semi-monthly to monthly publication. The subscriptions of present subscribers will be extended on a dollar-for-dollar basis. The contracts of present advertisers will also be equitably adjusted.

The TOBACCO WORLD will thus celebrate the fifty-sixth year of its youth by becoming the national tobacco business monthly. It will be interesting to its readers and profitable to its advertisers.

WE are so overwhelmed with the friendly and cordial congratulations that are coming in by every mail concerning the March 1st issue, its new cover and its editorial material, that it is impossible for us to acknowledge each one individually. And so to each and every one who has written THE TOBACCO WORLD we extend our sincere thanks.

And to those old friends of ours who have displayed so much interest in our return to an active participation in the publication, we simply say that these communications touched the "Heart Department" to its very depths.

We thank you, one and all.

▼

DESPITE the fact that we were all dressed up, we started with a button off. And of course the missing button has already been discovered by a great many readers, who are telling us about it. That, in itself, is a source of gratification to us because the item was buried near the bottom of a story. Only a thorough reading of the issue would reveal the error.

In the article on page 6 of the March 1st issue, captioned "New Packaging Will Boost Cigar Sales", the percentage of increase in cigar sales appeared in blank. In order to correct this inexcusable error we append the following figures for those who enjoy statistics: Cigar withdrawals were 5 billion, 565 million in 1900, and 5 billion, 31 million in 1935. Cigarette withdrawals were 3 billion, 254 million in 1900, and 134 billion, 612 million in 1935. The cigar figures were roughly at the same level; the cigarette figures last year were forty-one times those of 1900.

THE scene of this story is hundreds of miles beyond the mythical point "Where the West Begins". Here is a distributor of tobacco products in a city more than one hundred miles from his nearest competitor. The owner of the business is sitting in his office in conversation with a friend who had travelled possibly two thousand miles from his home office to discuss cigar conditions with him.

The talk was interrupted when a clerk brought in a card. A salesman for a manufacturer of fine cigars was requesting an interview. It was granted and the friend remarked that he would sit in the outside office until the interview was over. But the head of the business pointed out that there was nothing of a competitive nature in their lines of business, and to remain. And that, by the way, is how we came to hear the story.

The salesman entered and was graciously received. He proceeded at some length to tell the story of his brand, of its splendid quality, how it was selling in large business centers, and what the manufacturer was willing to do to help the distribution. He detailed the profits to be made on the various sizes. And considerable time was consumed while the distributor listened patiently.

Then the salesman pulled out his order book and said, "What sizes and quantities shall I put you down for, for an initial order?"

"Not interested! Not interested!", was the distributor's reply. Naturally a look of amazement swept the face of the salesman.

"But", said the salesman, "Mr. Blank, I can't understand your attitude. This is a nationally known brand, profitable to you, and is bound to become a leader in its class in your territory."

And again the distributor said, "Not interested!"

"But", argued the salesman, "Mr. Blank, I have travelled 130 miles to call on you. I still don't understand your attitude. Just as one business man to another business man, I want to ask you just one question, 'What is your reason for not taking on this brand of cigars'?"

"Well just as one business man to another business man", said the distributor, "I'll tell you in a few sentences."

"You have been in here half an hour and smoked three cigarettes and are now working on the fourth. You haven't even opened your sample case, shown your cigars or even offered one to me. I handle cigarettes, but I'll be damned if I'll buy cigars from any manufacturer who permits his salesmen to go into offices of prospective customers smoking cigarettes and trying to sell cigars. And it's poor cigar promotion not to show the brand and ask the prospect to smoke one or at least offer one cigar to prove that what you claim for it is true. Whether it is your fault or that of the manufacturer, he had better take his salesmen off

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

the road if he refuses to learn the a, b, c's of selling cigars."

And the crestfallen salesman hopped the next train for his 130-mile ride back to his temporary headquarters.

So much for that.

▼

HAVING in mind cigar promotion, here is another example of the reaction of a man trying to make a living out of the cigar industry, and the man who is trying to sell him something blowing cigarette smoke in his face meanwhile. This happened to concern two of our most intimate and personal friends, and they had been friends of each other over a long period of years. The story was told me by one of the principals when we met one day in Chicago. And it ran something like this.

Jack Roe, a salesman, called on the president of a company engaged in merchandising a product used exclusively for the cigar industry, in his office in a city some considerable distance from Chicago. We repeat, they were close friends of long standing.

Jack had something to sell, and what he had to sell, the president of the company needed badly at that particular moment, and Jack was finally homeward bound with an order for $4000 in his pocket.

"But", the president said to us later, "much as I like Jack, I would not have given him five cents' worth of business if it had not been for the fact that he was the only man who could supply me at that time with what I wanted."

"Naturally", said the president, "knowing of our long friendship, you wonder why I make that statement. Well here is the answer.

"We chatted for an hour during the taking of the order, and during that time Jack smoked half a pack of cigarettes. I had not only been working my head off, but contributing money as well, to help increase cigar sales. And yet Jack had the unmitigated nerve to solicit an order for a cigar product and talk cigar promotion, while he was constantly blowing cigarette smoke across the table."

▼

NOW here are two concrete examples of why cigar smoking is not making progress. And there are many others which we will mention from time to time. But this statement we believe to be a fact, and that is that if the cigar manufacturer himself doesn't promote cigar smoking by insisting that his own salesmen smoke his brand and sample it, he has no one to blame but himself. And the salesman who calls on a cigar manufacturer to sell him something connected with the cigar industry, and who smokes cigarettes while trying to conclude a sale, is doing a great deal of damage to his employer, to his own personal prestige, and to the cause of cigar smoking in general.

More than twenty years ago when we were wearing out shoe leather here in Philadelphia gathering news for THE TOBACCO WORLD, and when Philadelphia at that time had many independent and nationally known brands, there was one factory where a cigar was religiously offered. You may have guessed the answer. It was Otto Eisenlohr & Bros. The late Otto, and the late Louis, and Charles J., never failed in that courtesy, and it was a gesture of cigar promotion. And for some years we bought our "Cincos" by the box every week when pay day rolled around.

Today, you can almost determine the progressiveness, or lack of it, of any given cigar manufacturing company by its attitude to a visitor as a potential channel of promotion for the company's brand. We have known of some cigar manufacturers who smoke cigarettes during business and other interviews in their offices, and actually offer them to visitors. On the other hand, there are cigar manufacturing plants in which we would not dare to smoke a cigarette, or even ask permission to smoke one. Which type of manufacturer is doing the better job of promoting cigars in general and their own brands in particular? Do you need more than one guess to answer that question?

And one of the most important things right now, so far as the cigar industry is concerned, is to promote box sales, with cigars on the desk in a business office, cigars in the humidor at home, and cigars passed along at every opportunity.

Regardless of status, whether it be cigar manufacturer, distributor, or business man, it comes under the head of "advertising and selling".

▼

IN the course of a talk on "Bad Manners in Advertising," before the monthly copywriters' clinic of the Chicago Advertising Managers' Club, John P. Cunningham, copy chief of Newell-Emmett Company, Inc., New York, said that the consumer is becoming more and more bewildered by the mass of claims made for various products. He warned that criticism of advertising from outside the profession had best be met by fixing from within.

He pointed out that pills, yeast, gum, and a cigarette have been advertised as aiding digestion. For love awakeners, there are pills, perfumes, brassieres, tea, soaps, and a cigarette. For slenderizing, there are pills, milk, grape juice, bread, and a cigarette. For quieting the nerves, there are pills, rubber heels, decaffeinized coffee, mattresses, whisky, and a cigarette.

"The American who is a good Elk, a Rotarian, a believer in big business and free speech," he said, "may still have indigestion and nerves, and be getting fatter every year, even after taking these products, and he's beginning to wonder if he isn't being kidded."

▼

THEN, in an address concluding this year's advertising and selling course sponsored by the Advertising Club of New York, Mark Eisner, lawyer and chairman of the Board of Higher Education of New York City, took a wallop at current cigarette advertising, after stating that "much advertising today represents an appeal to the distorted, unreal, infantile and unworthy."

"I am not apt to smoke a cigarette," he said, "just because its copy carries a picture of a pretty girl, especially if three or four other brands of cigarettes also use pretty girls in their advertising." He went on to add that cigarette copy is the most offensive appearing today.

"The other day I read what I thought to be the crowning achievement of imbecility in advertising," he continued. "If it is successful, then I shudder to think of the mentality of the masses attracted by the argument.

"This advertising announces that the particular brand of cigarettes which sponsored it contains 'less acid in every puff', the inference being that other brands contain more. How much less acid—whether or not the quantity can be measured in appreciable amounts—we are not told. Whether the human system absorbs any of this acid or not is also the copywriter's secret. Whether, if we did absorb it, it would be harmful, is another question mark.

"Inasmuch as in many conditions the physician will prescribe hydrochloric acid as treatment, it might well make us ponder whether acid derived from cigarette smoking would not be a pleasant and effective way of curing some conditions.

"If, on the other hand, this advertisement is intended to convey the impression that gastric hyperacidity (a condition often associated with ulcers) might result from smoking other brands of cigarettes, then this advertisement is not only destructive of competition but will end in destroying its sponsor."

▼

THE third attack on cigarette advertising covers a specific piece of copy in the current Lucky Strike campaign, and the criticism appears in the columns devoted to the Little Schoolmaster's Classroom in the March 5th issue of *Printers' Ink*. In our abysmal ignorance of the nuances of advertising technique, we were pleased to describe this particular advertisement as effective promotion in a recent issue. But, as Bob Burns, the leading citizen of Van Buren, Arkansas, is fond of saying, it just goes to show how little a fellow knows compared to a real expert.

"It is an unpleasant duty to point out errors in advertising," writes the Little Schoolmaster, "but one of our large advertisers recently perpetrated an illustration so full of error and curious fancy that it has been clipped and sent in by a member of the Class and your Schoolmaster's duty is plain.

"The picture shows a couple in a car driving along a narrow dirt road whose sides are plastered with signs tersely advertising the product. It would be doubtful that anyone could read all the signs, which are spaced at intervals of twelve feet or so on alternate sides of the road. This, however, may be set down to fancy—or perhaps to subconscious wish-fulfilment.

"Where the picture is in outright error:

"(1) The gentleman driving is smoking a cigarette, whose smoke trails slightly downward and to the right. It is reflected in the driving mirror, however, trailing upward and to the right.

"(2) The automobile tracks in the road indicate clearly where the traffic passes, but the position of the car is well off on the shoulder.

"(3) Lighting effects seem to come from all over. Shadows fall one way in the background and at right angles in the foreground.

"The net result is, you can't tell whether to believe the photography or the retouching."

THE verb "carp", according to Noan Webster, means to talk complainingly, censoriously, or cavilingly; to find fault; to cavil. And the word "cavil", by the same authority, means to raise captions and frivolous objections; to find fault without good reason. An old friend of ours, Ted Robinson, columnist of the Cleveland *Plain Dealer*, used to take delight in publishing examples of such captious criticism, for which he coined the noun, "carp." We nominate the foregoing criticism as a fine example of a "carp."

We are reminded of the first thing we ever learned about architecture, as a small boy. We learned that when you wanted to get the effect of an equal diameter for the full height of a tall round pillar or column, you must actually bulge it out slightly in the center, as it will seem to be caving in half-way up if the diameter is exactly the same over the entire length.

It would be just as sensible, it seems to us, to go over every inch of such a column with a pair of calipers and raise an objection because it bellies out in the middle, as to study with a miscroscope an advertising illustration intended to give a quick general impression, and then carp about details, ignoring the question of whether or not the desired general impression was created.

We refuse to get into any argument about the possibility of a motorist being able to read all those signs, although we remember distinctly a series of similar signs spotted over the country for a shaving cream some years ago, and we also know that we could read every one of the signs in the advertisement. We are no authority on the trails of cigarette smoke. We have, however, known of an automobile getting out of the ruts in the road, and we have seen instances of retouched highlights that, to our eyes, looked more natural than the unretouched, even though the former were sometimes *contra naturam*.

It may be well for cigarette advertisers to give serious consideration to the thoughts behind the utterances of Copyman Cunningham and Educator Eisner, but we don't think they should lose any sleep over carps like that of the Schoolmaster's class member.

▼

WHILE we're on the subject of cigarettes, we must record that we continue to hear conversations about the money-back guarantees of Old Gold and Camels. Possibly you've heard that one about the chain letter attempt to embarrass Lorillard. You take advantage of the Old Gold double-back offer and pass the word along to six friends to do likewise. But who's going to bother to mail an unused portion of a package, not to mention writing and mailing six other letters? Panhandling would be a much quicker way to accumulate thirty cents. Then, of course, the story was revived of the smart way to send a set of books, to be returned or paid for in ten days. When you opened the crate, it disintegrated into small pieces and all the king's horses and all the king's men couldn't put it together again, not to speak of the average cunny-thumbed, butter-fingered guy who reads books. The best suggestion comes from Copy Cub, of *Advertising Age*, who suggests a prize for the buyer who likes your cigarettes after he tries them and tells you in his own words why he likes them.

"And Adam Said: The Woman..."

An Open Reply to Carl Avery Werner, Editor, The Tobacco Leaf

By Hobart B. Hankins

DEAR CARL:—A great many years, possibly twenty, have passed since the late Marcellino Perez and you and I used to dangle a foot on the brass rail at Haan's while our elbows worked in unison in preparing ourselves for the luncheon which was to follow.

In the ensuing years we have seen many strange things come to pass, and we have worn out many a typewriter ribbon trying to find alibis for the declining cigar sales. I, myself, have thrown a couple into this issue of The Tobacco World.

However, your editorial in the March 7th issue, captioned "Women Against Cigars," reaches about the farthest point south thus far in a search for alibis for the cigar industry, in the eyes of The Tobacco World.

You state that you have been haunted by this idea for some time, and now that your "alert young advertising man" has encouraged you to exhibit the ghost in public, I hope the opportunity will be afforded us both, to bury it with proper ceremonies.

After listening to Joe Kolodny at the NATD convention it is difficult to comprehend how you could go back to the office and pull this editorial out of your hat.

So far as the "alert young advertising man" is concerned, he apparently doesn't know his women, although he may have majored in psychology at an outstanding university.

So far as women being against cigar smoking is concerned, I am entirely open to conviction, but your statement supported as it is by the "alert young advertising man" is nothing more than a statement—or opinion. Where's the proof?

But to get down to facts, I am going to indulge in reciting some personal experiences.

The only time in my life that I ever received a "call down" from a woman for smoking a cigar was on the promenade at Ilfracombe in England. I was accompanying an elderly maiden lady on the promenade and unconsciously took a cigar out of my pocket and lighted it. Before I had taken more than one puff she turned and said, "Gentlemen do not smoke cigars when accompanying ladies in public!" She was rather mad about it, too. I tossed the "Partagas" into the Irish Sea, and I was mad about it, too. Incidentally she had been disappointed in love due to the fact that on the morning of the day set for the wedding, the groom who had stayed late at his "bachelor dinner" the previous evening arrived for the ceremonies but in no condition to go through with them. And all bets were off! The lady was born "thirty years too soon". She should have lived through prohibition!

Until about fifteen years ago smoking was not permitted in the home of my parents. I could smoke on the front porch, but not in the house, despite the fact that my father who issued the edict, worked as a young man in a cigar factory in New Egypt, N. J.

Then an older brother, who does things for the Great Northern in the Cascade Mountains, came home after an absence of more than thirty years.

When he arrived he walked into the house smoking a cigar. And he announced that he would stay for a month, but that he intended to smoke in the house, and that if he couldn't, he would board the next train for Spokane. That broke down the house rule.

And on my return from my annual trips to Tampa I always went immediately to see my late mother. I always had a pocketful of those fine cigars created by such masters as Salvador Rodriguez, Enrique Pendas, Frank Diaz, Laureano Torres, Mariano Alvarez, Tom Morgan, and some which Val M. Antuono made personally for me on his own office desk—just to mention a few.

Then when I would light a cigar mother would say, "My, what a fine cigar! The fragrance is certainly wonderful!" To fall into the vernacular, she always got a "kick" out of the bouquet of a fine clear Havana.

Now let us go a little further. If you commute, Carl, you must have a heluva time finding a seat in the coach smoker unless you are at the terminal when the train gate opens. And if you are late you find that a goodly proportion of the seats are occupied by women indulging in their favorite smoke.

When you travel you most certainly find that the Club Lounge car is occupied almost fifty per cent. by women, who display their legs all over the aisle, and who—in many cases—don't know how to hold a cigarette, to say nothing of their inability to smoke it with an air of experience.

There is certainly nothing in your editorial in the way of tangible proof that women are opposed to cigar smoking by men. At your convenience, we will be glad to receive further instruction from you, as a dean of the editors of tobacco trade publications. We have an open mind but no experience, except the one noted in a previous paragraph, to warrant support of any such contention as you set forth.

After a woman has had a cocktail, or her whiskey "neat", she can't tell—and neither can a man—if he has had a drink—or if either of them has had a drink.

And by the same token, after a woman has smoked a cigarette, or her favorite cigar, she can't tell whether the boy friend or husband has been smoking or not.

In contradiction of your editorial about women being opposed to men smoking cigars, I will gladly supply you with letters from women who have growing sons in high school and college, who have said time on end to their sons when they see them light a cigarette, "Son, why don't you learn to smoke cigars?" And this is not fiction.

As a matter of fact a woman with whom I boarded back in 1907 started me smoking cigars. She liked the fragrance of cigar leaf but she took strong excep-

(Continued on Page 10)

Cigar Business Is Good Business And Now Is Good Time to Be in It

By Harry S. Rothschild

President, Bayuk Cigars, Inc.

IT WOULD scarcely come under the head of news to say that I think the cigar business is a good business. It may, however, surprise many who are familiar with the fluctuations of cigar production over the years, when I add that I think this is a very good time for anyone to be in the cigar business. Yet, behind that second statement there is just as positive a personal conviction as behind the first.

My faith in the industry does not spring solely from the gratifying progress of our own company, although I should be less than frank if I did not admit that our recent accomplishments loom large in my perspective of the present and immediate future. The plain fact is that our progress to date has been nothing more nor less than a fulfilment of our confidence in ourselves, our products and the public.

One of the great satisfactions that come to anyone making and selling a tobacco product is the feeling that he is engaged in supplying something which gives pleasure. As a cigar manufacturer, I like to feel that I provide many moments of enjoyment to many millions of people. Please understand that I do not pretend to be inspired by a spirit of pure altruism. Accompanying this pleasure-giving concept of the business goes a knowledge of the well-established fact that the American public is willing to pay for its enjoyment. In the final analysis, that is the fundamental reason why I think the cigar business is a good business.

And I think that this is a very good time for anyone to be in the business because cigar smoking is today on a rising market.

More cigars were smoked last year than during the year before. But my confidence in the future of the industry is based less on that increase in cigar smoking during 1935 than on the much more extensive increase registered in total tobacco consumption not only last year but over a period of years.

It seems to me that the tremendous growth in the use of tobacco by Americans should be a source of gratitude and encouragement to everyone in the business of making and marketing cigars, even though this steady yearly increase has been piled up by the consumption of tobacco in another form.

It is tobacco; that is the important point. If total tobacco consumption were decreasing, I should not have such abiding confidence in the future of the cigar, in spite of an actual increase in cigar smoking for a given year. On the other hand, during the years when the cigar was steadily declining in sales, I continued to believe implicitly in its recrudescence, because the use of tobacco itself was increasing, in other forms.

My belief was founded on two simple truths. First, the pleasure, the satisfaction, the enjoyment, the gratification—call it what you will—which a man derives from smoking, arises from the beneficent properties of the tobacco leaf. Second, those beneficent properties of the tobacco leaf are preserved in a state most closely approximating their native purity in a cigar. The cigar is a natural smoke.

So, as the number of people who were introduced to the enjoyment, the solace, the relaxation, which tobacco affords the mind and body, continued to mount each year, until it seemed that tobacco had ceased to be a luxury and had earned a right to be listed among the necessities of life, some of us in the industry foresaw that this phenomenon could not but turn out to be a boon to that form of tobacco product in which the natural virtues of the leaf are most thoroughly savored—the cigar. We believed, however, that the men in the industry should not be content to sit back and twiddle their thumbs, waiting for the inevitable revival of cigar smoking to come to pass through the operation of the natural law. We believed that they should do something positive and aggressive to hasten that revival.

If I may be permitted now to refer specifically to our own company, in whose activities the industry and trade appear to evince a lively interest, let me say that the thoughts I have outlined inspired the present administration when it assumed the man-

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agement of Bayuk Cigars, Inc., in May, 1932.

The remainder of that year was utilized entirely for reorganization of the business, a very intensive study of the market, and the formulation of a complete program. When I say "complete," I mean precisely that.

The records show that, on January 2, 1933, the price of Bayuk Phillies was reduced from ten cents to five cents. The records show further that its sales last year were 350 per cent. greater than in 1932.

I should be less than human if I failed to acknowledge a sense of elation over the position Bayuk Phillies has attained as the largest-selling cigar in the world, and the position the company has attained as the largest purchaser of leaf in the Havana, Pennsylvania, Connecticut, and Sumatra markets. There is additional corroboration of the wisdom of our thinking in the pleasing circumstance that the percentage of increase in sales of Phillies in 1935 over 1934 was double the entire industry's percentage of increase in that class.

DURING the years when the cigar was steadily declining in sales, I continued to believe implicitly in its recrudescence, because the use of tobacco itself was increasing, in other forms. My belief was founded on two simple truths. First, the pleasure, the satisfaction, the enjoyment, the gratification—call it what you will—which a man derives from smoking, arises from the beneficent properties of the tobacco leaf. Second, those beneficent properties of the tobacco leaf are preserved in a state most closely approximating their native purity in a cigar. The cigar is a natural smoke.

An Expanding Market

But, in view of what I have written in the foregoing as our conception of the future of the cigar business, I am sure that I shall not be misunderstood when I state that the gain of the industry as a whole actually holds more significance and encouragement for us in our planning than our own gain. It means an expanding market. If we had gone ahead and the rest of the industry had gone behind, it might have been flattering momentarily, but the results in the long run would have been bad, since such a performance would probably have indicated a narrowing market.

Anyone with any discernment at all knows that we could not have accomplished what we have merely by a reduction in price. That was only a part of the complete program, a fact which seems to be sensed by the growing numbers of interested persons who inquire about the secret of the company's progress.

The only secret I know is that there is no secret. I suspect that some of the inquirers disbelieve the statement that whatever success we have had has resulted from the application of commonsense principles of business and hard work, intelligently directed.

Here is a description, in simple terms, of what we did. We thoroughly revamped the factory set-up on a quantity production basis to avail ourselves of the greatest manufacturing economies possible. This naturally had to be consistent with a quality product, since our entire campaign was based on the presentation at five cents of the same identical cigar which had sold in the hundreds of millions for ten cents. Simultaneously we built a strong sales department, which, in turn, gathered around it a group of strong distributors. Finally, we told the public about the cigar in dominating advertisements released at all points where the cigar could be bought.

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Aggressiveness With Patience

Aggressiveness has characterized the introduction and continuous promotion of Phillies at the new price. I like to think of it as aggressiveness tempered with patience. The rise of Phillies was not the "flash in the pan" which was freely and widely predicted for it in the beginning, because we have kept at its promotion hammer and tongs, and will continue to do so.

If I were asked to state in one word the most important desideratum in the successful operation of a business, I should unhesitatingly answer, "Co-ordination." I refer to what Kipling expressively described as "the everlastin' teamwork of every bloomin' soul." It is unpurchasable. It is born of loyalty. We have aimed to make that co-ordination the keystone of our organization. Every one is impressed with the importance and responsibilities of his contribution to the common end. He has his job and is allowed to do it, with resultant pride in his work.

The telephone girl realizes her importance to the company. She was off duty recently, and her relief fell sick on the job. The emergency operator who was called in got things into such a state in the course of two hours that an S. O. S. had to be sent out for the regular switchboard girl. She knows she is more important around the place than I am, because she knows I can leave for two days or two weeks without being missed, not to mention two hours.

The elevator man has his important place in the business, too. It was he who suggested that no one,

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not even an officer of the company, should be allowed to ride in the elevator with the payroll custodians and their guards on their four weekly trips. It was a sensible idea, and put into effect. When he barred me from the elevator the other day because it was a payroll trip, I could only grin and bear it.

So it goes throughout the entire organization. That important link in the chain—the salesman who walks the streets and sells the cigars—and every employee in the plant, does his part. There is real co-ordination among the fifteen departments of the business: production, sales, preparation of tobacco, purchasing, auditing, credit, statistical, transportation, shipping, office, plant management, mechanical engineering, laboratory, advertising.

Junior Executive Meetings

Junior executives meet weekly and elect their own chairman for the day. When I attend, in my ex officio capacity, which I do as frequently as I can, I enjoy no greater privileges than any other member of the group. A course in public speaking helps these young men to think on their feet.

The Sunshine Club is a self-sustaining welfare organization, conducted entirely by employees. They help each other wonderfully, and keep in touch with those who leave to get married. Their several affairs during the year are real social functions.

The Christmas Club is another institution for the employees. Last year a fund of more than $250,000 was distributed among the members.

This human touch in a large organization is possible because of the location of the business in one building, which happens to be the largest cigar manufacturing plant in the world. The production organization is not divided, some downtown, some in New York, and so on. Getting from any one part of the building to any other part is only a matter of minutes.

Incidentally, the concentration of manufacture of Phillies in one building makes for uniformity of blend and taste, as every seasoned tobacco man knows. The plant was built ten years ago to make 200 million cigars a year, a maximum production figure which our present set-up enables us to triple.

The trade generally is now acquainted with our aggressive entry into a lower price field with a new cigar, the Charles Thomson, selling at five for fifteen cents. It is a pleasure to report that this new cigar, first introduced in the Central West, has met with instant success.

In a co-ordinated business such as this, I am reluctant to grade the various elements in order of importance, since each has its own vital part to play. Yet I am inclined to believe that one of our most important units is not, strictly speaking, embraced within the corporate organization. I refer to the group of distributors and retailers who directly serve the public, and whose goodwill we cherish.

Tobacco Distributors Commended

We commend the organized tobacco distributors of the country for their present plan to promote cigar smoking generally. It is in line with our own established policy of helping to stimulate cigar sales, regardless of brand, by special promotion pieces for Christmas, Father's Day, Fourth of July and Labor Day. And every one in the trade is familiar with our consistent trade paper advertising, which is a truly educational effort to stimulate the sale of all cigars at a profit.

This promotion of cigar smoking generally has been a part of the complete program which we formulated nearly four years ago. It has been our pleasure to be among the first to pledge our subscription to any such campaign planned for the industry as a whole. When the latest promotion program failed to materialize the company underwrote its own campaign in a series of smashing newspaper advertisements calculated to stimulate cigar smoking generally, and leading off with the now famous "How long has it been since you smoked a cigar?"

I believe in the present and the future of the cigar business. I am for anything that will boost the total sales of cigars. It is common sense for a cigar manufacturer to feel that way. The more people there are smoking cigars, the more people there will be to smoke our brands.

To my mind, that is a simple matter of arithmetic.

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"And Adam Said: The Woman..."

(*Continued from Page 6*)

tion to cleaning up the cigarette stubs which I probably left distributed all over her residence. When I started smoking cigars she was happy.

Just the other evening we visited a neighbor. The lady of the household was smoking a small cigar. I offered one from my pocket to the husband. "Sorry", he said, "but I haven't smoked in three years because I can't afford them". The husband has had no occupation for more than three years. The lady admitted that her cigars were a Christmas gift.

Only a few days ago I visited the office of a friend here in town. I offered him a cigar. "Sorry, Hobey, but I can't afford to smoke cigars any more."

As a matter of fact I hear that story every week, if not every day, even from people who visit my office and refuse a cigar.

Basically, the cigar smoking problem is economic. You belong to clubs, as I do, and all you have to do is to look over your list of delinquent members. And then look over the list of clubs that have folded up, or are about to do so. And clubs have always been, and are, a grand outlet for cigars. But women haven't anything to do with these difficulties.

On the other hand, in Philadelphia, the biggest outlet for cigars sized for women, is in the most exclusive women's club. And if you are in need of health repairs, go down to Atlantic City and stop in at the cigar stands in the more prominent hotels and get your eagle eye on some statistics about cigars being sold to women.

We have been a discouraging element so far as the transparent covering for cigars is concerned. We have spent plenty of cash, personally, to prove our contention that it is probably the worst thing that was ever introduced in the cigar industry.

On the other hand, "to give the devil his dues", this covering has saved the consumer, to some degree, a considerable amount of breakage. So far as we are concerned that is all there is to the story.

At our fishing shack we have cigars and cigarettes —in fact every large selling brand of cigarettes—all wrapped in transparent coverings. The cigarettes are stale and the cigars are powder except for the wrapper. And they have been kept in a tightly closed drawer.

A scientific institution in your own environs experimented with hundreds of clear Havanas, and domestic blends of cigars in the transparent covering, and also without them.

I never published the results because I felt that it would do more harm than good. I am firmly convinced in my own mind, however, that while the consumer thought he was getting a "break", he was really fooling himself.

The cigar manufacturers, with few exceptions resemble a flock of sheep. The moment that a new size appears and shows signs of success, it is immediately imitated. And this is exactly what happened with the transparent covering.

However some of the smart cigar manufacturers are coming to the point of realizing that the biggest years of cigar withdrawals were long before the transparent wrapper ever made its appearance. They are discarding it, and going places as a result.

I have digressed a great deal in this letter, but I cannot help it because I am interested in cigar promotion. Our other tobacco products are going ahead under their own steam.

But to take as a cigar advertising angle the opinion that women are opposed to cigar smoking by men, is to invite the venom of the Anti-Tobacco League, the quiescent W. C. T. U.—at the present time—and those ladies of the household who are economically minded, and in these days necessarily so—with the result that the men will be definitely instructed to turn into the household treasury, the money they are now spending for cigars.

If you really believe that feminine opposition was responsible for the decline of cigar smoking, then, after looking at the 1935 gains, you should have editorialized: "Hooray, the women are friendly to cigars again! Cigar smoking is coming back!" Let's all try to be constructive and forget the negative stuff.

Let you and your advertising friend talk it over, and possibly we may find time in the near future to discuss it personally.

Cordially yours,

HOBART B. HANKINS.

The Merry-Go-Round

WHEN the President first sent to Congress his plan for the taxation of surplus corporation profits, "Muley" Bob Doughton, of North Carolina, chairman of the House Ways and Means Committee, was none too enthusiastic. He wasn't outright hostile, but he had his doubts. Then Doughton's committee began considering possible alternative taxes. It listened to Chester Davis, Triple-A Administrator, who supplied a long list of substitutes for processing taxes.

Prominent among these substitutes was an item calling for 33 1/3 per cent. increase in the excise tax on tobacco.

Tobacco happens to be a major crop in North Carolina. Also, Doughton not only happens to be a candidate for re-election this year, but wants to run against Senator Bob Reynolds in 1938. A tobacco tax for him would be political suicide.

Doughton took one look at the tobacco item and stiffened. "You don't propose to increase the tax on tobacco?" he asked Chester Davis.

"It would be necessary if the President's program were rejected," was the answer.

Next day Doughton made a nation-wide radio address. In it he voiced unequivocal approval of Roosevelt's corporation tax.

"I am particularly impressed," he declaimed, "by the wisdom and timeliness of the President's suggestion for a revision of our system of taxation of corporation profits, a system justly open to severe criticism."—*Drew Pearson and Robert Allen.*

Granger Tobacco is what it says it is

Read what is on the back of the package

Just try it

America's Pipe tobacco

10¢

© 1936, LIGGETT & MYERS TOBACCO CO.

PHILADELPHIA.

BAYUK BREVITIES

LOUD cheers greeted M. L. Wurman, factory superintendent, when he announced at the Salvation Army meeting the other day that Bayuk employees had subscribed $2000 to the drive, the largest similar subscription received up to that time . . . Bayuk Phillies are well displayed and available in retailers' stores in the Burlington, Vermont, sector, where the brand is distributed by O. C. Taylor & Co., Inc. . . . Sales of Phillies are moving ahead in and shipments are leaving the factory regularly to Portsmouth, Ohio, where the Ohio Valley Wholesale Company is the distributor . . . C. M. Bristow, Bayuk salesman, reports good display and nice increase in distribution of Bayuk cigars in the Vincennes, Indiana, area where a campaign was just finished for Crook-Wallace Company, Bayuk distributor . . . J. W. Higginbotham, salesman for Bayuk co-operating with Eli Witt Cigar Co. and branches throughout Florida, reports Phillies well displayed and placed to meet the popular demand for this cigar . . . Joseph Miller Co., LaCrosse, Wis., Bayuk distributor, just finished a sales drive on Bayuk Phillies with C. D. Coleman, Bayuk territorial manager. The result was the addition of many dealer outlets and repeat orders on the brand . . . Out in Stockton, Calif., D. Dinubilo & Co. are going ahead in distribution and sale of Bayuk Phillies. They recently closed a productive campaign for greater sale and placement on Bayuk Phillies with the aid of George F. Ryan, Bayuk salesman.

William Anderson, of Antonio y Cleopatra, is working the Baltimore and Washington territory.

Growing popularity of Spencer Morris Sports took Dave Abrams, of George Zifferblatt & Co., down to Richmond, Va., and other distributing points in the Southland.

The Yahn & McDonnell stores had a fine display of the hunting dog and giant package of Granger smoking tobacco during the celebration of the week devoted to this Liggett & Myers product.

After making his selections in the Hartford, Conn., tobacco market, George Zifferblatt visited the distributors in Baltimore in the interests of Habanello, Spencer Morris Sports and other brands of his company.

G. H. P. JOTTINGS

EL PRODUCTO is shortly to get the benefit of the best advertising in its history. The 1936 campaign on this popular brand is unfolded in one of the most impressive portfolios we have ever seen, with its gold cover and modernistic spiral binding . . . As Frank P. Will, executive vice-president of G. H. P., pointed out, the portfolio allows the campaign to speak for itself. The contents consist entirely of reproductions of the separate pieces of copy—and mighty effective they are, too—plus reproductions of the front page logotypes of the large number of newspapers on the schedule . . . There are two remarkable circumstances connected with this advertising . . . This is the nineteenth consecutive spring campaign on El Producto . . . It is the nineteenth consecutive spring campaign on the brand handled by the same advertising man—"Doc" H. H. Kynett, president of the Aitken-Kynett Company . . . That ought to be a double record of consistency, both for the brand and for the advertising agency . . . As usual, Frank Will waxed eloquent when we asked him about his reaction to the January figures . . . He was enthusiastic over the gain of more than a million and a half cigars in Class C, approximately 50,000 more each day of the month than there were last year . . . Sol Bornstein, assistant sales manager, recently returned from a trip through the Southern territory in the interest of El Producto and La Azora.

Among the visitors last week was J. Culver Wolfe, of Gradiaz, Annis & Co. He kept a-steppin'.

Mannie Perez was in town, making a lot of motions, presumably in the interest of Redencion cigars. The following week his brother, Joe Perez, arrived to do the real work.

The busiest cigar man in Philadelphia is Paul L. Brogan, head of Yahn & McDonnell, as anyone who tries to get him on the telephone can testify.

Cigar distributors here don't believe in sitting at their desks to get business. Just try to get I. B. White, of John Wagner & Sons, any time except Monday or Saturday morning.

Abe Caro continues his regular visits spreading Optimos with optimism.

American Tobacco Company Reports Increased Earnings

AMERICAN TOBACCO COMPANY'S earnings in 1935 rose $198,363 above those for the preceding year, amounting to a total of $24,282,643, or $4.57 per common share, against $24,084,280, or $4.46 per common share, in 1934. Thus higher taxes and higher costs of raw materials were offset by a moderate increase in operating profit and a substantial increase in other income.

In a letter to the stockholders, President George W. Hill calls attention to the fact that in this Annual Report there is reflected for the first time the effect of the commutation of the Tobacco Products lease which results in substantial annual savings to the company as then outlined.

He also invites attention to the fact that the profit realized by the sale, as of December 31, 1935, of the assets of the Tin Decorating Company of Baltimore, a wholly owned subsidiary, is reflected in this statement. Conditions governing the manufacture and supply of tin boxes and containers, in which the Tin Decorating Company was engaged, have so developed that, in the opinion of the directors, there was no longer the necessity for the company's operation of its own tin subsidiary to assure a continuity of and a proper price for these supplies.

The consolidated balance sheet of the company as of December 31, 1935 sets forth assets and liabilities as follows:

ASSETS:

Cash		$ 26,433,138.43
Accounts receivable, customers		9,775,649.96
Other accounts and notes receivable		5,160,036.67
Leaf tobacco, manufactured stock, operating supplies, etc., at cost		120,902,391.84
Accounts receivable from subsidiary and affiliated companies		210,105.54
Total current assets		$162,481,322.44
Investments:		
Capital stocks of partly owned domestic and wholly owned foreign subsidiaries	$24,502,656.86*	
Other investments including $302,790.77 deposited with State Industrial Commissions, etc., at amounts not in excess of cost.	2,337,008.04	
		26,839,664.90
Mortgages and loans receivable		1,192,995.78
Real estate, machinery, fixtures, etc., at cost (less allowance for depreciation, $9,697,610.60)		18,682,446.63
Prepaid insurance, etc.		900,891.96
Brands, trade-marks, patents, good will, etc.		54,099,430.40

*The American Tobacco Company's equity in the net assets of these subsidiaries, as shown by their balance sheets at December 31, 1935 (net assets of foreign subsidiaries converted at constant rates of exchange not in excess of prevailing rates), including intangible assets of $3,982,463.03, aggregated $25,584,218.18.

$264,196,752.11

LIABILITIES:

Note payable to bank, payable February 1, 1936		$ 1,639,000.00
Accounts payable		1,569,760.05
Dividend on preferred stock for quarter ended December 31, 1935, payable January 2, 1936		790,495.50
Interest accrued		400,160.78
Provision for advertising, taxes, etc.		5,781,924.40
Accounts payable to subsidiary and affiliated companies		41,421.37
Total current liabilities		$ 10,222,762.10
Notes payable to bank, maturing 1937 to 1939		5,099,000.00
Serial debentures:		
3¼ per cent., maturing February 1, 1940	$ 1,792,000.00	
3½ per cent., maturing 1941 to 1948	16,740,000.00	
		18,532,000.00
Six per cent. bonds, maturing October 1, 1944		131,650.00
Four per cent. bonds, maturing August 1, 1951		831,250.00
Scrip and convertible dividend certificates not yet presented for redemption or conversion		7,724.00
		$ 34,824,386.10
Capital stock	$171,295,800.00	
Surplus	65,557,384.66	
	236,853,184.66	
Less, Treasury stock at cost:		
11,200 shares of common stock and 113,254 shares of common stock B	7,480,818.65	
		229,372,366.01
		$264,196,752.11

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issued 1929 — MARCH 15, 1936 — Prepared twice a month

PHULOFAX
(The Retailer's Friend)
SAYS

It was a cold and dismal day . . . the sun hid itself behind the heavy clouds like some salesmen hid behind the storekeepers' stoves . . . it was such a day that develops the affliction of Alibi-E-Tis in many a drummer's dome BUT young Weber, the successful selling Salesman, made 58 calls and sold and delivered 51 orders on an introductory brand of cigars!

AND, during the same week of zero weather and blizzardy snow, another Salesman WORKING for the same house secured 234 orders . . . If anyone doubts the KERRectness of these facts, the Boss of Kerr and Weber can prove them!—o—

An overheard conversation between two salesmen—

"The Chief said my sales talk at the regular monthly sales meeting was very pediculous and I told him that I prepared it all by myself."

(Key to appreciation of this tale—look up meaning of word "pediculous.")

—o—

"On Lincoln's Birthday, I sold four boxes of cigars and on Washington's Birthday, I sold three . . . not many, but seven boxes more than none, and besides it gave me a chance to rehearse my talking points on box sales of cigars"—so postals T. R. M. Thataboy, cigars by the box CAN BE SOLD, and you don't have to wait for some hero's birthday to sell 'em either!

—o—

"Keeping the snow shovelled away from my door brought more customers thru my door and besides it was good exercise for me"—writes a dealer in New England. He is a poet, a philosopher and—what's more to the point—a MERCHANT, in Phil's humble estimation.

—o—

The jobber said—"Funny thing, but the two salesmen of mine who had automobile accidents during the time of the snowy, icy streets both have records of higher car repair bills thruout the year." May Phil modestly ask, "What's funny about it?" The answer autobe very clear!

—o—

What's Wrong?

Salesman: "How's business?"

Dealer: "Rotten."

Salesman: "How's my brand selling?"

Dealer: "Rotten."

Salesman: "What's chances of getting an order?"

Dealer: "Rotten."

Phil W. Phulofax D. B. L.

Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

TURNING FUSSY CUSTOMERS INTO ASSETS

Most retailers in any line look upon finicky customers as liabilities and time wasters. But there has come to our notice one progressive cigar merchant who knows how to turn them into assets.

For example, he finds that a number of his customers still harbor that time-worn superstition that you can judge a cigar's quality by the color of its wrapper. Does this smart merchant offend these customers with a color complex by pooh poohing their ideas? He does not. He patiently opens up half a dozen boxes if need be, until the customer finds a color that suits him and—purchases maybe two or three cigars.

"Now, Mr. Smith," says the dealer. "To save you trouble next time you come in, I'm going to write your name on this box, and put it in my wall case. That's *your* special box, and whenever you come in, it'll be waiting there for you."

Is Mr. Smith pleased? Does a cat like cream and do customers like a little extra special attention at the stores where they trade! Friend Smith walks out with the idea firmly fixed in his mind that this shop is the only place in town where they really know cigars, and where a fastidious smoker can get what he wants. He wouldn't buy anywhere else on a bet.

The fussy customer may cause you a little more trouble than the easy going one. But the fussy chap is worth studying. Find out what's bothering him, whether it's a color complex or something else — and cater to his whims. He will be your customer long after Mr. Easy-to-please has drifted off to your competitor across the street.

BAYUK BRANDS BUILD BUSINESS

Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

SPRINGTIME IN THE CIGAR BUSINESS

It's Spring!

Whatever the weatherman may say (the darned old gloom-merchant!) we know it's Spring. Only this morning we heard a hurdy-gurdy playing *Il Trovatore*, the Bock Beer signs are popping up all over the place, and we've just dug down for a new spring bonnet for the Missus. Yes sir! It's Springtime in the Rockies — and everywhere else — including the cigar business.

And what has Spring to do with the cigar business? Plenty! It's the time when the progressive merchant starts to smarten up his store with a lick or two of paint. It's the time when he thinks up a few new window displays that are fresh and seasonal. For instance, what's the matter with a good snappy display of Five-Packs?

Spring is certainly the time to start pushing the five-pack. Although many dealers make the five-pack a year-round seller, its popularity grows by leaps and bounds as warm weather approaches.

It's human nature to feel a bit more cheerful and optimistic in the early Spring. So there's no better time than now for us to take ourselves by the seat of our collective pants, and lift ourselves out of any ruts we may have fallen into.

PATENTS UNAPPLIED FOR—No. 8

CIGAR PROTECTORS

Prof. H. E. ZANUTT, I. K. I.—Inventor

Object: To prevent cigar breakage in pockets.

This device consists of two plates of thick sheet iron A & C. Plate A, which is fitted with iron buffers (B, B) is first inserted in the pocket next the body. The cigars are now carefully placed next this plate. Then plate C is fitted against the buffers. Thus, surrounded on four sides by heavy metal, the cigars are warranted to come unscathed through almost any accident, short of a bad motor crash or being stepped on by an elephant. Cigar Protectors are enameled to resist rust from perspiration and are supplied in all fashionable colors.

Certain unscrupulous persons have alleged that the simple cardboard carton of the five-pack is sufficient to prevent cigar breakage. The Professor so far has not deigned to answer this absurd allegation.

Cigar Protectors were perfected at the request of Mr. Chas. O. Smith, Cincinnati, Ohio. In the next issue the Professor will explain a device suggested by Mr. W. C. Evans, Washington, D. C.

TIGHT BINDING

Where Was Pocahontas?

Was her Kidnapping a Real Snatch or Just Another Hoax

POCAHONTAS, one of the two surviving wooden Indians on public view in Philadelphia, was kidnapped from her stand in front of Charles Seider's cigar store, at Fourth and Race Streets, and for four days detectives and police of the city and environs prosecuted a diligent search for the missing lady and her snatchers. The newspapers were "full" of the story, as they say, meaning that there was a daily follow-up, just as in the case of any kidnapping sensation. She was finally found, but the mystery enveloping the snatch remains unsolved. No one knows definitely who took Pocahontas and why.

Ledger Photo

Princess Makes Alleged Confession

Delaware County police found her in a ditch in Yeadon, just outside the city limits, at one o'clock in the morning. Her left arm was broken. Generally, she was somewhat the worse for her experience, but only after hours of police grilling, reports the *Evening Ledger*, did she break down that wooden silence of hers and confess.

"Boys," she confided to Patrolmen O'Brien and Sharp, who found her, "boys, I just couldn't stand it any longer. Sometimes I got so bored and tired of it all I thought I'd have to scream!

"And I figured if anybody ever heard a wooden Indian scream, even though she is a princess—well, the world's screwy enough as it is.

"So I left Mr. Seider's cigar store at Fourth and Race Streets in company with two nice gentlemen. I know the cigar store's there because I've been standing in front of it since 1876, and that's long enough, goodness knows, and I'm sure the men I went with were gentlemen, because they spoke so nicely when they came for me that wonderful night. After all, what's a busted arm when you've been having fun."

The two patrolmen chanced upon Pocahontas in the early morning while they were cruising in a bandit chaser. They rushed to the police station and notified Chief of Police Thomas Latch of their find.

She must have been brought out there in a truck before midnight—fancy Pocahontas being bumped around in a truck! Police cars had been passing the spot regularly before then.

Patrolman O'Brien admitted later that he thought the figure was that of a real woman. But neither he nor Sharp would acknowledge that their first question was "Are you hurt?" They do allege, however, that the first words of Pocahontas were, "Where am I?"

Anyway, she was locked in a cell, and the police took turns in giving her the third degree.

Was the whole thing a joke? Was the job done in earnest in order to obtain a handsome ransom which these relics of old-time cigar stores are reputed to bring now from curio collectors? Who knows?

Cecil Pennyfeather, columnist on the *Philadelphia Record,* professes that he was the recipient of confidential information which may clear up the mystery. This explains the abduction by the disclosure that a monetary reward was sought by the snatchers, it being generally agreed that it was not a one-man job. He relates that a couple of collitch boys found an old scroll in the attic of a North Philadelphia home. In this yellowed paper was a tale of treasure hidden in Pocahontas.

It seems that the original master of the mute Princess one day operated upon her torso and concealed within the region of her heart $18,400 worth of wampum. The story told how the surgery was performed, and how cleverly the incision was closed. Only a most careful examination would disclose the cutting.

So, the poor Princess was kidnapped. After the collegians made a minute examination of her body they finally decided that the Princess was despoiled of her treasure years ago, or else her innards never were worth a dime.

It should be added that Chief Sun-in-the-Face, at Fourth and Jefferson Streets, had an airtight alibi, according to Sam Greenwald, special investigator.

NEWARK SALESMEN TO HEAR ABOUT WEATHER

"WEATHER and the Business Man" will be the topic of Alfred M. Neilson, A.B., Sc.D., M.D., of the School of Commerce, New York University, when he addresses the Newark Tobacco Salesmen's Association, on Friday, March 20th. An open meeting will be held to which all in the trade are invited—manufacturers, distributors, jobbers, dealers, salesmen and employees.

Dr. Neilson, author of nine books on a variety of subjects, gave sixty-six lectures from public platforms in 1935. In 1932 he spoke before the "Associated Advertising Clubs of the World" in London.

Abe Brown says Dr. Neilson is worth traveling across the country to hear.

TOBACCO WORLD MONTHLY

SOMEONE said, "There is nothing so changeless as change", and we evince our faith in this expressed thought to the extent of notifying our readers that the April 1st issue of THE TOBACCO WORLD will be the only publication for April. On April 25th the May number will appear and THE TOBACCO WORLD will then have left the semi-monthly field to become a MONTHLY business paper of the tobacco industry.

"Action speaks louder than words", is a much quoted phrase, and so we say to our readers, "Watch THE TOBACCO WORLD.". We know that you will find this publication more interesting with each succeeding issue.

In addition we assure our readers and advertisers, that we can be depended upon to support and aid any substantial plan to encourage the distribution and use of tobacco products.

PERHAPS IT'S NEWS

TOBACCO oddities: Somebody's stenog breakfasts in the drug store in the Pennsylvania Suburban Building every morning. When she consumes her snack she takes out a packet of tobacco, a book of papers and rolls her own! . . . Senator Sam Salus and the inevitable unlighted cigarette dangling from his lip at a forty-five-degree angle. . . . The hostess in Bookbinder's Second and Walnut Streets, inaugurating a new fad—pipe smoking.—*Cecil Pennyfeather.*

JOE PALOOKA PIPES

The Norwalk Pipe Co., Norwalk, Conn., say that the new Joe Palooka pipes are proving as popular with smokers as the famous comic strip character is with newspaper readers. Each pipe bears the facsimile and signature of Joe Palooka. The Norwalk Company has been licensed by Hoerle-Marks, Inc., commercial representatives of Ham Fisher, the artist, to be the sole manufacturer of pipes under this trade-mark.

Webster-Eisenlohr, Inc., is sponsoring "The Witch's Tale" radio series in spot broadcasts over a number of stations.

America's

outstanding 5¢ cigar value

Don't miss Muriel as the sure-fire Five-cent Leader on your cigar counter

★

P. LORILLARD COMPANY, INC.
Established 1760
119 WEST 40th STREET . . . NEW YORK CITY

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Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

The Standards of America

Lorillard's Rail Road Mills Gail & Ax's SNUFF Est. 1760 Est. 1825 Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts

Strong, Salt, Sweet and Plain Scotches

Manufactured by

GEORGE W. HELME CO.

111 Fifth Avenue, New York

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1873

NIC. ALTHAUS CO

CIGAR BOXES

637-641 EAST 17TH ST, NEW YORK.

TOBACCO WORLD

The National Tobacco Business Nonthly

A GOOD ADVERTISING MEDIUM

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FANCY FREE:—46,522. For all tobacco products. W. S. Mathews & Sons, Paducah, Ky., January 27, 1936.

LA RUMBERA:—46,523. For cigarettes and tobacco only. The Antonio Co., Tampa, Fla., February 6, 1936. (By consent of Cuesta, Rey & Co., Tampa, Fla.)

TRANSFERS

RINARNA:—46,228 (Tobacco Merchants Association). For cigars, cigarettes, pipes and smoking tobacco. Registered August 10, 1933, by National Cigar Stands Co., New York, N. Y. Transferred to I. Lewis Cigar Mfg. Co., Newark, N. J., February 25, 1936.

SPANISH GRANDEE.—For cigars. Registered by Barnes, Smith & Co., Binghamton, N. Y. Acquired by Federal Cigar Co., Inc., Red Lion, Pa.

DON ROSA:—23,339 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 9, 1900, by American Litho. Co., New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., who had taken over the cigar label department of the original registrant, to the Federal Cigar Co., Inc., Red Lion, Pa., March 2, 1936.

CORONIDAD:—25,756 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 31, 1913, by National Litho. Co., New York, N. Y. Transferred to Pasbach-Voice Litho. Co., Inc., New York, N. Y., and re-transferred to Wertheimer Bros., Inc., Baltimore, Md., March 2, 1936.

SUPER-SMOKE:—39,497 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered January 4, 1916, by the American Litho. Co., New York, N. Y. Transferred to the Val Roma Cigar Co., Inc., Evansville, Ind., March 20, 1929.

"IDEAL RADIO PROGRAM"

IN ITS characteristic forthright fashion, *Variety* praises the handling of the United States Tobacco Company's radio program in the following paragraph, headed "Pluperfect Sponsor Found!" in Nellie Revell's weekly column, "New York Radio Parade."

"Agency radio chiefs will please read and sigh, for at last the ideal radio program sponsor has been discovered. In January of 1934 Frank McMahon started handling the radio program sponsored by Dills and Model tobaccos, the Pick and Pat program. The program is now in its third year. At no time has either the sponsor or any member of his office watched a rehearsal or broadcast, seen the script before airing, or even seen the commercial plug copy. It wasn't until a few weeks ago that the sponsor saw his talent at the signing of a new contract. Sponsor takes the attitude that his representative knows his business, and as long as sponsor keeps hands off, the representative is fully responsible."

The manufacturers of Natural Bloom Cigars have signed a thirty-nine-week contract with WMCA to sponsor the baseball re-enactments, as in 1935. Broadcasts begin March 29th. The contract was placed through the Montrose Advertising Agency.

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TOBACCO WORLD

APRIL 1936

ESTABLISHED 1881

In This Issue

FOURTEEN MILLION A DAY
By Frank P. Will

CUBAN LEAF RATES RAISED WITHOUT NOTICE
By Hobart B. Hankins

CIGARETTES MOST WIDELY ADVERTISED

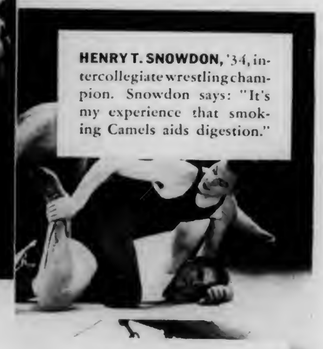
THE TALK OF THE TRADE

High-Speed Living *Taxes Digestion*

THE RUSH HOUR... Part of the strenuous life that often sends us to the table in no shape to enjoy food. Camels have the pleasant effect, during and after meals, of aiding and promoting digestion.

Smoking Camels found to have a positive beneficial effect upon Digestion . . .

Our modern "eat-and-run" way of living is hard on digestion. Hence unusual interest attaches to the following fact: that smoking Camels has been found to have a marked beneficial effect on digestive action. You'll find Camels milder too, more delicate in flavor, packed with the rich enjoyment of choice tobaccos. You can smoke them freely. Camels never get on your nerves or tire your taste. Turn to Camels for digestion's sake . . . for the pleasure to be found in Camel's costlier tobaccos. Camels set you right!



HENRY T. SNOWDON, '34, intercollegiate wrestling champion. Snowdon says: "It's my experience that smoking Camels aids digestion."

NEW YORK'S GLAMOROUS Hollywood Restaurant. "Camels have long been a favorite with us here," says Joe Moss, famous impresario, who presides over the gay scene above. "We've found that success comes through giving people the best. The fact that Camel uses costlier tobaccos and people prefer Camels shows that they appreciate the same policy in other lines too."

COSTLIER TOBACCOS!

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

Copyright, 1936, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

TUNE IN! Camel Caravan with Walter O'Keefe, Deane Janis, Ted Husing, Glen Gray and the Casa Loma Orchestra Tuesday and Thursday—10 p.m. E.S.T., 9 p.m. C.S.T., 8 p.m. M.S.T., 7 p.m. P.S.T.—over WABC-Columbia Network.

OTIS BARTON, daring scientist-inventor of the "bathysphere," says: "Camels make my food taste better and help me to digest it easier."

For Digestion's Sake *smoke Camels*

HOBART B. HANKINS—*Editor* *Associate Editor*—JOHN CLEARY

THE TOBACCO WORLD

Vol. 56 APRIL 1, 1936 No. 7

IN THE near future Geneva is to be the scene of an international smoking contest. Cigar smokers from famous clubs all over the world have been invited to attend. The competition is to determine who can consume the longest time in smoking a cigar without relighting it. In previous years some very unusual records have been established. The competition will start in the evening at 9 P. M., and judging from past experiences it is entirely probable that dawn will be close at hand when the winner is announced.

Each contestant will be given one of the largest and finest clear Havana cigars and if the cigar goes out before it is entirely consumed the entrant is "out" also. The winner will be acclaimed as "King of Cigar Smokers," and for his alertness and patience he will receive a cabinet containing one thousand fine clear Havana cigars.

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THE other night we had occasion to drop in on a neighbor, and somewhat to our embarrassment, we walked in on what we of the suburbs term "Ladies' Night." For diversion there were a couple of tables of bridge in progress. We thought it was an excellent opportunity to ask a question and when the beverages were being served we sprung the question. "How many of you ladies object to a man smoking?" we asked. The answer was unanimous and almost in unison, "I don't, if he smokes a cigar."

We then stated that a couple of erudite gentlemen had advanced the theory that the decline in cigar smoking was due to the fact that women did not like to see men smoke. There was no opportunity to say anything more, for the women all started talking at once, and they were still elaborating on their views when we bade them good-night. But they settled the question in our mind quite definitely.

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SINCE the above was written we have had opportunity to talk with another group of women about their state of mind concerning the smoking of cigars by men. Some of these women stated they did object to men smoking cigars around the house, but not because of the cigar smoking itself. The objection was to the transparent covering. They complained of it as an infernal nuisance.

It does not crumple easily, and the average-sized ash tray does not accommodate it, and if several are smoking the wrappers are all over the table and frequently on the floor. It catches fire easily and frequently falls out of the tray to burn a table top or covering, or the rug. When the windows are open, if the men are smoking in the house it is not long before a slight breeze will have blown it all over the room. And if smoking on the porch, it isn't long before the lawn is desorated with the unsightly tubes.

SIR HARRY LAUDER is an inveterate pipe smoker, a fact that was borne in mind by the directors of the New Embassy Cinema at Shawlands, Glasgow, which Sir Harry officially opened. When the ceremonies were over the management presented him with a beautiful case of pipes. Sir Harry looked the pipes over and then remarked, "The directors didna suggest any tabacca and matches?"

▼

AS WE read along we find that there is an obsession on the part of some who write for tobacco trade publications to advance the idea that cigar manufacturers should use a copy angle to encourage the young man to smoke cigars, Now that is just exactly what we thought too, for a number of years—until we landed two sons in widely separated universities. Long before they went to college, however, we advanced the theory that advertising in the weekly college publications, plus plenty of sampling at fraternity houses, and the "dorms", etc., would put new life in the cigar industry.

A few manufacturers did experiment with the propcsition. And they were far from satisfied with the results. And the experiments apparently died a natural death, with the cigar manufacturers using red ink in the profit and loss column as regards this particular expedition of exploitation among college boys. Since that suggestion was sent forth, we have crossed a campus or two and delved into the matter to some extent. And as far as we can see the answer is an economic one as well as a matter of convenience so far as the student is concerned.

Last year a survey was made of the student body of more than two hundred colleges and universities. Among the facts revealed was that among the colleges checked approximately eighty-five (85) per cent. of the student body of all these institutions were provided with scholarships, student's loans, or working part time to finance themselves. (The "Readers Digest" printed a synopsis of the report.)

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IT happened to be convenient a few years ago to drop off on the campus of a university where one of our sons was seeking the higher education. And we usually carried along a box of cigars. And when we reached the house where the son lived we passed the box around, and the response was almost unanimous. But we never found them smoking anything but cigarettes when we arrived. We inquired into the matter. The first answer was that they could not afford to smoke cigars despite the fact that most of them liked them.

And the second answer was that even if they could afford cigars they could not smoke them between

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

classes, but they could smoke a cigarette in moving on from one class building to another without feeling any appreciable financial loss when they threw the cigarette butt away, but that they would feel an ache in the pocketbook if they had to throw a cigar away, even if it cost only two for five, or five cents.

So we have sort of abandoned this obsession about selling cigars to college students. But we still think that there are plenty of college boys who are not in college because of financial conditions—and plenty who are college graduates with or without work—who are still susceptible to the urge to smoke a cigar, if an advertising appeal is made in carefully analyzed copy, to woo them to the "manly smoke".

▼

IT seems to us at least, that when something of an unusual nature has been accomplished which gives a definite impetus to the tobacco industry that there should be some mention of it in the public prints of the trade. And for that reason we wish to dedicate a paragraph or two to the splendid "Dixie Number" issued under date of March 26 by our contemporary, *Tobacco*.

This annual tribute to the wealth and greatness of the leaf tobacco interests of Southern States brings before us an interesting panorama both in story and in advertising of the commercial activities of this vast branch of the tobacco leaf industry. With its one hundred and forty-four pages, approximately eighty of which are devoted to advertising, it contributes another impressive volume to the tobacco literature of the nation.

We wish to take this opportunity to congratulate the editor of *Tobacco,* C. L. Franklin, on the excellence of the editorial content and the attractive manner in which the publication is made up. Also we have a bouquet for the business manager, R. T. Tanner, whose energy and ability is so thoroughly exemplified by the innumerable advertisements which span the issue from cover to cover.

It not only marks a forward step for the southern leaf tobacco industry, but is a high compliment as well to the respect in which the tobacco trade journals of the nation are held by the great leaf tobacco interests of that section of the country.

And it should be accepted by the tobacco industry as a whole as an indication that this great revenue-paying business is definitely on its way to greater accomplishments.

▼

MANUFACTURERS of tobacco products should be inspired by the activities of the various organizations of the tobacco trade. It is self-evident that the intent and purpose of these association gatherings comprehends far more than just a casual "once-in-a-while" meeting. It means that the distributors, jobbers, salesmen and retailers have come to realize the value of co-operation and that they intend to do their part in making the tobacco business a good business to be engaged in.

OUR COMMENTS on modern packaging seemed to have touched a responsive chord in the cigar industry if we may judge by the mail. We are mighty glad to have had the opportunity to suggest to the cigar industry that it has only scratched the surface of the possibilities of modern packaging. Just as we are trying gradually to modernize The Tobacco World, we feel that the door is wide open for the cigar manufacturers of the country to do the same thing with their cigar containers.

We are gratified, and we wish to thank those who have written us such friendly letters commenting on what we said about dressing up the "Old cigar box."

We not only urge the cigar manufacturers to give thought to the matter of modernizing their cigar containers, but we submit to the cigar container manufacturers that they, too, can play an important part in discussing with their customers an improvement in their packaging. It ties in thoroughly with cigar promotion, and this cigar industry is not standing still by any means. It is going places right now and we should crash the cymbals and beat the drum so that even those who are deaf will know that it is a fact.

▼

CIGAR manufacturers throughout the nation have viewed with trepidation the flood which swept down the Connecticut Valley and brought the water level in Hartford, Conn., to a height far beyond any previously recorded.

Fortunately, however, for the users of New England tobaccos, the packers in Hartford knew the temper of the Connecticut River when on a rampage, and took time by the forelock

While the loss will run into seven figures, it is not nearly as great as was anticipated by those who had stocks on hand in the Hartford warehouses. The alertness of the packers in moving their stocks to upper stories or to higher ground is responsible for holding the loss down to a comparatively small figure.

▼

WHILE listening in on the Chase and Sanborn hour this past Sunday evening, which by the way appealed to us as being one of the best in a long time, we received a bit of a thrill from the dialogue between Major Bowes and one of his amateurs. Just before the amateur was about to do his bit he said, "Have a cigar, Major Bowes." And the Major with his usual chuckle said, "Yes, but why?" And the nervous amateur replied, "Well, my father told me if I gave you a good cigar it might help me a lot with you."

We have made a paragraph of it because we think it is one of the first instances on the radio where the cigar industry has been given a boost without a lot of commercial being attached to it. Millions must have heard it, and we will bet it did tend to boost cigar sales.

And it is going to help a lot in the future if those who have an interest in the cigar business would say more frequently to a friend, "Have a cigar."

Cuban Leaf Rates Raised Without Notice

By Hobart B. Hankins

SOMEONE, sometime in days gone by, wisecracked, "Uneasy lies the head that wears a crown." And Henry A. Wallace, Secretary of Agriculture, must by this time have come to the realization that this phrase was not written in jest. Unless his veins run ice water he must know that the cigar industry takes strong exception to his now famous edict issued at 10 P. M. E. S. T. on March 16, 1936, under his hand and seal, abrogating for all purposes the lower rates under the treaty with Cuba on tobacco leaf, and restoring those in effect prior to the treaty.

Mr. Wallace is an erudite gentleman and is connected with a group of agricultural publications known throughout the United States. If he has acted in behalf of the tobacco growers of this country, we admire his patriotism, but we question his wisdom in abandoning the Reciprocal Treaty with Cuba without due and sufficient notice to those most deeply interested in it. He has possibly been misled in his conception of the needs of the cigar manufacturing industry of the United States. We cannot think otherwise.

The Treasury Department of the United States, under whose jurisdiction the Internal Revenue Bureau operates, knows full well that one of the best "cash and carry" industries in this country is the tobacco industry. It also knows that the cigar industry has clung tenaciously to its determination to bring the cigar back to its old-time prestige. And the figures of the Internal Revenue Bureau show that progress is being made.

This progress is being made because the industry is making better cigars, with less profit but with the hope that volume sales will keep them out of the "red." And this means more revenue to the Treasury Department, more employment in the tobacco fields, more in factories, and more in the selling and distribution of what is essentially a man's smoke. And the records indicate that the efforts of the cigar manufacturers to create better cigars have met with an appreciable response from the consumer over a period of more than a year.

Numerous types of imported tobaccos are used in the filler of many cigars manufactured in this country. Almost every nationally advertised brand uses a blended domestic and imported filler or clear Havana, and Havana (Cuban) tobacco is a necessity with many of the large selling brands. It goes without saying that there is a very large and handsomely-paying revenue group in this country which manufactures cigars exclusively from Cuban tobaccos.

If Secretary Wallace could find the time to do so, he would learn that with the introduction of the Reciprocal Treaty with Cuba, many manufacturers set about introducing new sizes of their brands as well as reducing the selling price of sizes already established. In other words, Clear Havana manufacturers got under way to give greater values in view of the new low tariff rates. Manufacturers who were blending Cuban tobacco with other filler, immediately set about to give the smoker greater values, and some who were not using Havana were starting to do so. Some have already issued their price lists, and with Secretary Wallace's edict—without notice—it is not to be wondered at that he is now receiving a fairly heavy mail from the tobacco industry.

It is indeed true that some large selling brands in this country have been made, exclusive of wrapper, from domestic tobaccos. This is all well and good. But the fact remains that if only a few concerns out of several thousand are going ahead, then it is obvious to any economist that thousands of others are not making the same progress unless there is a tremendous increase in cigar withdrawals.

Secretary Wallace perhaps does not realize that the small manufacturer is necessary to the large cigar manufacturer. Every small manufacturer has his following, and if the consumer of his brand has reached a point of appreciation of a good cigar, then every cigar brand will benefit in proportion from his cigar purchases—because he won't always be able to find his favorite brand, but he is going to buy a cigar anyway. And every such smoker immediately punches down a key in the United States Treasury Department cash register.

This cigar manufacturing industry is on its way to increase the cigar withdrawals in this calendar year. Manufacturers have banked heavily on the use of Havana in a blended filler due to the new low rates under the Reciprocal Treaty with Cuba.

"Better cigars for the same price" has been their optimistic outlook on the cigar business for this year. And without a word of warning Secretary Wallace pulls the strings and it's "curtains" for the high hopes of those who expected to contribute their fair share to aid cigar promotion, and incidentally increase the flow of revenue into the Treasury Department of the United States.

And in referring to the financial-minded Treasury Department we are reminded of something that happened in the Quaker City quite a few years ago, which we are tempted to relate, if you will pardon the digression.

A cigar manufacturing concern went into bankruptcy, somewhat involuntarily if we remember, owing some hundreds of thousands of dollars. As a creditor we received a list of claims.

(*Continued on Page 18*)

14 Million

Yes, Cigars! And here's how we can all work to boost those daily figures

HAVE A CIGAR, LIGHT IT, and smoke it while I give you some of my views on the business we both depend on for a living—the cigar business. The enjoyment you are getting from your smoke will add to the pleasure you may derive from whatever good things I have to say. And it will serve to make less unpleasant the thought that may be created in your mind before I am through, namely, that perhaps you and I are not adequately helping our own business by promoting the cigar industry as a whole, or, to put it the other way around, that perhaps we are not actively helping to promote the cigar industry generally by doing the best possible job for ourselves. That applies to each of us, whether we are manufacturers, jobbers, salesmen, or retailers.

Whichever we are, each of us should think of the cigar we have just lighted as one of more than fourteen million that men in America will smoke this very day. No one would think of denying that fourteen million units of any product consumed every single day of the year represent a huge volume. It seems to me that it would be impossible to think of fourteen million a day in any line without thinking of that line as very big and very important. What an effective, but extremely simple, piece of promotion it would be if every cigar man, whenever he lights a cigar himself, or is in the company of another man puttng a match to a cigar, should make mention of the fact that that particular cigar is one of more than fourteen million which men will smoke that same day!

It would, I believe, help our business materially if each one of us engaged in any phase of making or selling cigars would avail ourselves of this simple expedient to advertise the bigness of our industry. We can all very properly do so, because the number of cigars smoked every day is increasing.

Cigar smoking is growing more popular. It continues to grow in popularity with each succeeding month. That is not a thought fathered by a wish. It is a statement of a fact. It is a matter of record. Let us look at the record for its reflection of the current changes in men's smoking habits.

The total withdrawals of all classes of cigars for February this year were 27,216,275 more than those for the same month last year. In other words, in the face of the worst weather conditions the country has faced for years, the cigar withdrawals for the month showed an increase of close to 8 per cent.

If this had stood out as the first gain in a long time, the performance would still have been encouraging. It is infinitely more encouraging, however, to know that the increase since February, 1933—three years ago—was 68,479,850, or more than 22½ per cent. The progress has been steady and healthful.

Comparing February, 1936, with the same month in 1933, we find that there was a *daily gain* of no less than 2 million, 361 thousand, 374 cigars. And that is one whale of a lot of additional cigars for each single day of a month.

Even if the growth had been confined to only one class of cigars, I maintain that it should have been a source of gratification to the industry, as indicating that men are resuming the habit of cigar smoking. But the cheering truth is that February this year registered gains in four out of the five classes.

In January there was a gain over last year of approximately fifty thousand Class C cigars for each day of the month.

And the Class C increase in February over the same month last year was more than seventy-two thousand for each day in the month.

A study of the accumulated figures for the first two months of this year will prove most illuminating to those men in the cigar industry and trade who believe that the only improvement to be noted is in Class A. It may surprise some of them to learn, for instance, that while those two months combined show a net increase of 4 per cent. for the total of all classes, and 3.9 per cent. for Class A, the net increase for Class C

A Day!

By Frank P. Will

Executive Vice-President G. H. P. Cigar Co.
El Producto and La Azora Cigars

was 7.5 per cent.—and this takes into account the decline in cigars from both Puerto Rico and the Philippines.

The four important facts to bear in mind are:

First, that 1935 went ahead of 1934 to the tune of more than 142 million, 750 thousand cigars;

Second, that cigar withdrawals passes the five billion mark last year for the first time in four years;

Third, that 1936 to date is registering substantial increases over 1935; and

Fourth, that for many months now the industry has registered an average production of more than fourteen million cigars a day.

Over against those facts, however, it must be recorded that the industry, as an industry, can claim little of the credit for this progress. It is true that a relatively few manufacturers have done a notable job in the promotion of cigar smoking while painstakingly and intelligently exploiting their own brands. It is true, too, that the distributors have built for themselves a strong organization and have recently launched a promotion program which is calculated to boost cigar sales considerably, but this has not yet reached the consciousness of the consumer, so it cannot be credited with having influenced the come-back of cigar smoking. And it is finally true that there has been a reawakening of interest among the retailers, now organized for the first time in the history of the business, but I think it is too early yet to give that reawakening any great portion of the credit for the increase in cigar sales.

At the present writing, it is my opinion that the lion's share of the credit for the return of the cigar to popular favor must be accorded to the smokers themselves. More and more, men in all walks of life are realizing that no form of tobacco smoking requires so little attention and gives so much real enjoyment and satisfaction as a good cigar. Men of affairs, men who are getting somewhere in their business or profession, are smoking cigars as one of the outward signs of their success. Young men are being encouraged to appreciate the atmosphere of success that surrounds them when they are smoking a cigar.

That the cigar has progressed so far without the stimulus it should have had from within the industry is not, to my mind, a discouraging thought. On the contrary, it is very encouraging.

If such large numbers of men, without the concerted and co-ordinated urging which all of us in the industry and trade could possibly have given them, have themselves taken to the cigar as their preferred and favorite form of smoking, how greatly can those numbers of cigar smokers be increased—how gratifyingly can the total of cigar sales be multiplied—if each one of us puts some intelligent effort behind the promotion of our business.

Cigar smoking is coming back of its own accord. Organized effort will speed up that come-back. And, when I say organized effort, I refer to the same type of program which engineers lay out in approaching the construction of a skyscraper. In the building, or rebuilding, of any huge structure, success is the result of the accumulated efforts of many people, each doing his part, and the putting together of many small units into one complete whole.

In the cigar business, this effort must be put forth by the manufacturer, the jobber, the salesman and the retailer. Each has his important job to do, and it seems like a sensible procedure at this time to analyze the position of each one.

What is each one doing to improve conditions? What is each one doing to hamper the progress of the

industry? What can be done by each one to bring volume back to the cigar industry more speedily, now that the smokers themselves have given us a good start?

I am assuming, of course, that each man in each of these four branches of the industry will himself smoke cigars and constitute himself a committee of one to spread the cigar smoking habit at every opportunity.

The Manufacturer

What will the manufacturer do beyond that, to increase the volume of his own cigar sales?

1. He will, first of all, make good cigars.
2. He will constantly check and double-check the value he is giving the smoker. A poor value will not only cause the loss of further business on his own part but will also harm the cigar business of others by giving a black eye to cigars as cigars.
3. He will establish a definite policy and maintain it.
4. He will be sincere with his workers and encourage them to think well of him and his product.
5. He will enlist the co-operation of his dealers by being fair in his relations with them at all times.
6. He will promote the sale of his merchandise by having his present customers smoke more and encouraging smokers of other forms of tobacco to smoke cigars.
7. He will avoid distasteful remarks about competitive merchandise. Progress is not made by fomenting distrust and disrespect among manufacturers in the same line.
8. He will give some thought each day to the betterment of his merchandise, his organization, his company, his jobbers and dealers.

The Jobber

What will the co-operating jobber do as his part in the boosting of cigar sales?

1. He will constantly inspect his facilities for the handling of merchandise received.
2. He will ask himself questions like these every day:

(a) Is the merchandise going to my dealers in as good condition as I am receiving it from my suppliers?

(b) Are my cigars kept in humidors, properly checked as to the proper amount of moisture—not too little or not too much?

(c) At the close of the day, or at the end of the week, is there stock left out in the open that could properly be placed in the humidor?

(d) Is my stock regulated?

3. He will see to it that new shipments are held back until previous shipments have been moved out of his place. His shipments will be regulated in accordance with his sales.
4. He will help the manufacturer whom he represents on an exclusive basis, to build brand recognition among his dealers and his employees and thereby build a future for himself and his suppliers.
5. He will give his personal attention to his company's sales activities. He will help his salesmen from time to time with constructive suggestions, and not merely take it for granted that salesmen are expected to sell and let it go at that, on the principle that the answer to their success lies in the orders they get and the volume involved in those orders.
6. He will keep in touch with the jobbers conducting the same character of business at distant points.
7. He will resolve that nothing he is doing cannot be done better, and he will have as the basis of his work the truth that progress is the result of constructive analysis, study and action.

The Salesman

What will the manufacturer's salesman or the jobber's salesman contribute to this personal promotion campaign for the improvement of the cigar business?

1. He will sell himself thoroughly on his merchandise, his company, and his own ability.
2. He will be happy to see his company make money out of his efforts.
3. He will realize that the successful salesman engages the attention of his employer more than a poor salesman. Water finds its level, is a law of the business world as well as a law of physics. The salesman who continues to do his job better will show results, and a place will be made for him.

The Retailer

Finally, what will the retailer do to help in the erection of our new skyscraper of cigar sales?

1. He will smoke cigars himself. There is no greater incentive for one man to smoke a cigar than the unconcealed enjoyment that another man gets from a cigar, especially when that other man is engaged in the sale of all tobacco products and is presumed to know about tobacco in all its forms.
2. He will know cigars. He will know something about the tobacco leaf, about the various grades and types of tobacco, about the manufacture of cigars, about the various sizes, about colors.
3. He will talk cigars. There is a satisfaction to a customer in dealing with a merchant who talks his merchandise, especially when that merchant evidently knows what he is talking about.
4. He will know the brands for which there is already a demand in his section, and the brands for which a demand can readily be built—the brands which spell repeat sales—and he will stock those brands.
5. He will display his cigars attractively and make good use of the display material provided by the manufacturers and jobbers to help him sell more merchandise.
6. If he talks cigars to a customer and the latter retorts that he is "off" cigars because they are being made too strong these days, he will not let it go at that but find out what kind of cigar the man smoked to give him that impression. He will explain that the customer just didn't try the cigar to suit his taste, and will try to persuade him to do some experimenting, with the idea that once the customer has found a cigar to please him, he will not be switched to any other form of smoking.

for themselves.

And each man who is going to get somewhere in the new dawn which is breaking in the cigar business will do one other thing, I believe, to complete his share of the promotion of the industry. He will read at least one good trade paper of the industry in which he makes his living.

Cigarettes Lead in Advertising

FOUR of the five most heavily advertised products in newspapers last year were cigarettes. Leading all in linage was Chesterfield, with 18,368,496 lines. Second was Camel, with 14,683,425 lines. Third was Lucky Strike, with 8,007,311 lines. Fourth was the new Ford V-8 automobile, with 7,862,205. Fifth was Old Gold, with 6,681,563. The sixth in line was another automobile, the new Chevrolet, with 6,617,292 lines. Linages of other cigarettes were as follows: Herbert Tareyton, 459,726; Philip Morris, 253,971, and Kool, 117,888.

Bayuk Phillies led the cigar field in the matter of advertising devoted to one brand with 1,128,921 lines. White Owl was second, with 971,370 lines, and El Producto third, with 462,098 lines. Other cigars and their linage figures follow: Van Dyck, 313,001; La Palina, 276,298; La Azora, 220,573; Admiration, 181,364; Recollection, 126,204; Harvester, 111,735; Lovera, 82,397; Dutch Masters, 63,751; El Roi Tan, 31,569.

Among smoking tobaccos Prince Albert was first, with 738,791 lines; Union Leader second, with 54,372, and Half & Half third, with 30,166. Bugler used 16,608 lines, Kite 7752, and Target 6789.

With a relatively small number of individual accounts, tobacco products stood surprisingly high among the classifications of advertised wares. As might have been expected from the unusual circumstance of two automobile shows in one year, with their attendant accompaniment of heavy advertising, the automotive classification, numbering 113 listed accounts, led all the others, with a total of 58,202,000 lines. The groceries classification, including 600 individual accounts, was second, with 55,687,000 lines. Tobacco products, with only 63 individual accounts, was third with 54,962,000 lines. The total number of accounts listed in all classification was 2730 so that the manufacturers of tobacco products, representing 2.3 per cent. of the total listings, accounted for 15½ per cent. of the linage.

Linage of the tobacco industry was divided as follows: Cigarettes, 48,737,709; cigars, 4,839,609; smoking tobacco, 872,764; pipes and smokers' requirements, 512,159.

These data are revealed by The Tobacco World's analysis of the annual figures just released by Media Records, Inc., covering advertising in 369 daily and Sunday newspapers in 195 cities. Due to the fact that Bill Nugent's agate line rule experts in the efficient plant of Media Records in New York accredit all linage of subsidiaries to the parent or holding companies, first place in linage is elsewhere given to General Motors Corporation. There are, however, no less than 29 listings under the G. M. aegis in the report, and there are certainly no less than 12 individual accounts, each standing on its own bottom without regard to the others in the G. M. family, and handled by separate advertising departments and separate advertising agencies just as though no kinship existed between them.

The following, taken from the Media Records' reports, gives a comparative record of the advertising of tobacco products manufacturers for the years 1936 and 1935, as well as the number of cities in which the advertising appeared each of those years.

	1936	Cities	1935	Cities
Liggett & Myers	18,368,496	....	19,585,349	....
Chesterfield	18,368,496	(93)	17,103,046	(86)
Granger	.....		2,319,001	(54)
Velvet	.....		163,302	(7)
R. J. Reynolds Tobacco Co.	15,804,910	....	15,875,063	....
Camel	14,683,425	(93)	15,397,399	(86)
Prince Albert	738,791	(51)	88,060	(17)
Reynolds Products	382,694	(80)	389,604	(83)
American Tobacco Co.	8,528,772	....	15,475,371	....
Lucky Strike	8,007,311	(93)	15,475,371	(86)
Herbert Tareyton	459,726	(17)	.....	....
El Roi Tan	31,569	(6)	.....	....
Half & Half	30,166	(14)	.....	....
P. Lorillard Co.	6,735,935	....	4,256,245	....
Old Gold	6,681,563	(93)	4,225,455	(75)
Union Leader	54,372	(5)	30,790	(4)
General Cigar Co.	1,284,371	....	1,452,084	....
White Owl	971,370	(43)	859,275	(33)
Van Dyck	313,001	(26)	196,249	(23)
Robert Burns	.....	....	396,560	(21)

	1936	Cities	1935	Cities
Bayuk Cigars, Inc. (Phillies)	1,228,921	(46)	1,260,259	(40)
G. H. P. Cigar Co., Inc.	682,671	....	840,667	....
El Producto	462,098	(48)	664,478	(47)
La Azora	220,573	(20)	176,189	(14)
Congress Cigar Co., Inc.	402,502	....	423,116	....
La Palina	276,298	(28)	302,782	(24)
Recollection	126,204	(16)	120,334	(16)
Consolidated Cigar Co.	257,883	....	475,916	....
Harvester	111,735	(20)	233,024	(20)
Lovera	82,397	(7)	66,686	(7)
Dutch Masters	63,751	(17)	176,206	(17)
Philip Morris	253,971	(53)	66,960	(38)
E. Regensburg & Sons (Admiration)	181,364	(3)	182,370	(3)
Brown & Williamson Tob. Corp.	176,553	....	131,376	....
Kool	117,888	(18)	131,376	(17)
B. & W. Products	27,696	(14)	.....	....
Bugler	16,608	(9)	.....	....
Kite	7,572	(3)	.....	....
Target	6,789	(3)	.....	....

1935 Linage Only of Additional Tobacco Advertisers

Webster Eisenlohr, Inc.	150,691	Axton-Fisher Co. (Spud)	70,129	Milano Pipe	15,080
Girard	87,665	S. M. Frank Co. (Medico Pipe)	44,221	Yocum Bros. (Y. B.)	12,545
Tom Moore	63,026	Garcia Grande Cigars	43,278	Kaufmann Bros. & Bondy	12,365
Puerto-Rican American (Portina)	91,981	H. Fendrich (La Fendrich)	37,119	Kaywoodie Pipe	9,795
Diesel-Wemmer-Gilbert (Emerson)	86,408	Alles & Fisher	35,493	Pipe Sweetener	2,570
Larus & Bro. Co.	85,970	"63" Cigar	25,559	Snap Kleen Pipe	11,013
Domino Cigarettes	67,504	"J. A." Cigar	9,934	Edwin Cigar Co.	9,776
Edgeworth	18,466	Waitt & Bond (Blackstone)	33,408	Rizla Jiffy Kit	7,957
I. Lewis Cigar Mfg. Co.	82,691	Quincy Cigar	29,603	Guardsman Pipe	5,987
Flor de Melba	43,967	R. G. Sullivan (7-20-4)	26,028	L. & H. Stern (Purex Pipe)	3,954
John Ruskin	23,664	Art Metal Works (Ronson lighter)	23,139	Pyko	3,789
S. Seidenberg	15,060	Tampa Cigar	20,338	Frank Wally, Ltd.	2,000
Dexter Cigar	74,395	Manila Stubs	17,764	Lord Edwin	1,905
		John H. Swisher (King Edward)	16,499	Cigar Makers Federation	1,096

Cigars Increase in Four Classes

Gains Made in February Encourage the Industry

FEBRUARY withdrawals, as issued by the Bureau of Internal Revenue, give every man interested in the cigar industry real reasons for encouragement. The total withdrawal of all cigars for the month amount to 370,897,616, or 27,216,275 more than the figures of the corresponding month last year.

The total withdrawals for the last several Februarys were as follows: 1933—302,417,666; 1934—322,206,830; 1935—343,681,241.

Class A cigars increased from 311,931,100, last February, to 337,973,270 in the same month this year—a gain of 26,042,170, or 8.35 per cent.

Products	*February 1936*	*1935*
Cigars (large)		
Class A .....No.	323,746,845	289,218,060
Class B .....No.	2,703,940	3,917,920
Class C .....No.	27,895,756	25,750,910
Class D .....No.	2,085,501	1,792,502
Class E .....No.	191,983	184,799
Total large cigars	356,624,025	320,864,191
Cigars (small) .....No.	15,001,080	14,906,800
Cigarettes (large) ..No.	141,700	164,942
Cigarettes (small) ..No.	10,766,369,680	9,306,198,840
Snuff .....Lbs.	3,263,526	2,981,116
Chewing and smoking tobacco .....Lbs.	24,655,463	23,121,561

Tax-paid products from the Philippines (not included above) were as follows:

Cigars (large)		
Class A .....No.	13,251,575	19,680,515
Class B .....No.	31,180	53,210
Class C .....No.	2,746	3,400
Class D .....No.	.....	300
Class E .....No.	40	...
Total large cigars	13,285,541	19,737,425
Cigarettes (small)..No.	94,100	187,500
Mfd. tobacco.....Lbs.	.....	2

Tax-paid products from Puerto Rico (not included in above statement) were as follows:

Cigars (large)		
Class A .....No.	974,850	3,032,525
Class B .....No.	10,450	7,750
Class C .....No.	2,650	39,350
Total large cigars	987,950	3,079,625
Cigars (small) .....No.	150,000	200,000
Cigarettes (large) ..No.	31,000	.....
Cigarettes (small) ..No.	140,000	100,000

Class C increased from 25,793,660 to 27,901,152—a gain of 2,107,492, or 8.17 per cent.

Class D showed an increase of 292,699 over last February, or 16.33 per cent. This represents an increase of more than ten thousand Class D cigars for every day of February this year.

Class E cigars showed an increase of 3.91 per cent. Only Class B registered a loss.

Figures for the eight months of the fiscal year show an increase for cigars of all classes amounting to 141,519,340 cigars, or 4.29 per cent. Following is the report for February 1936 and 1935:

Internal Revenue Collections for February

Source of revenue	*1936*	*1935*
Cigars	$858,139.03	$791,767.47
Cigarettes	32,300,682.20	27,920,348.33
Snuff	587,434.65	536,600.88
Tobacco, chewing and smoking	4,438,078.74	4,162,010.99
Cigarette papers and tubes	81,123.59	89,279.09
Miscellaneous, relating to tobacco	201.25	126.92

Collections From Agricultural Adjustment Taxes and Tobacco Sales Tax

Commodity	*Month of March, 1936*	*Total from July 1, 1935 (fiscal year 1936)*
Tobacco (tax effective October 1, 1933)		
Processing taxes ...	$163.04	$13,156,346.49
Import compensating taxes	245.53	55,547.00
Floor taxes	34.85	13,809.40
Total, tobacco..	$443.42	$13,225,702.89
Tobacco sale tax.....	$167,193.28	$1,196,624.28

Withdrawals for Previous Februaries

1921	496,724,482	1928	453,605,097
1922	447,225,986	1929	437,476,207
1923	507,266,094	1930	426,521,773
1924	498,796,313	1931	362,838,747
1925	451,562,278	1932	347,728,648
1926	451,204,147	1933	287,430,105
1927	441,695,730	1934	299,214,080

Leaf Tobacco Stocks in U. S.

STOCKS of leaf tobacco in the United States and Puerto Rico owned by dealers and manufacturers amounted to 2,367,290,000 pounds on January 1, 1936, compared with 2,223,884,000 pounds on January 1, 1935, an increase of 143,406,000 pounds. From October 1, 1935, to January 1, 1936, total stocks increased 167,095,000 pounds compared with an increase of 21,617,000 pounds during the last quarter of 1934.

Stocks of flue-cured tobacco on January 1, 1936, were 964,090,000 pounds. This is a record high for flue-cured stocks. On October 1, 1935, flue-cured stocks totaled 798,366,000 pounds, and on January 1, 1935, they amounted to 823,213,000 pounds. Type 11 stocks were reported as 418,134,000 pounds on January 1, 1936; Type 12 as 328,382,000 pounds; Type 13 as 158,213,000 pounds; Type 14 as 59,361,000 pounds.

Stocks of fire-cured tobacco were reported as 184,023,000 pounds on January 1, 1936, compared with 174,291,000 pounds on January 1, 1935. Total fire-cured stocks were about 10 million pounds higher than they were a year ago January 1, and about 27 million pounds lower than on October 1, 1935. Virginia Fire-cured, Type 21, stocks reported as 27,150,000 pounds on January 1, 1936, were about 1½ million pounds lower than on January 1, 1935. Type 22 stocks, reported as 117,790,000 pounds were about 2½ million pounds higher than a year ago. Type 23 stocks on January 1 were reported as 35,783,000 pounds and Type 24 as 3,300,000 pounds.

Burley stocks were 6,325,000 pounds higher on January 1, 1936, than they were on January 1, 1935. The January 1, 1936, report shows 697,269,000 pounds. In 1934 there was a decrease of about 10 million pounds in the Burley stocks during the last quarter. In 1935 Burley stocks increased nearly 36½ million pounds during the last quarter. A supplementary report showing Burley stocks by qualities for the first time is included in this issue of the Quarterly Tobacco Stocks Report. Maryland tobacco, Type 32, stocks were reported as 37,644,000 pounds on January 1, 1936, about 3 million pounds higher than a year ago.

Stocks of Cigar Filler Types

STOCKS of American-grown cigar filler types amounted to 169,555,000 pounds on January 1, 1936, an increase of nearly 9 million pounds over the stocks of a year ago January 1. Stocks of these types would show a decrease were it not for the fact that stocks of Puerto Rican tobacco on the island were included for the first time. Type 41, Pennsylvania Seedleaf stocks on January 1, 1936, were 79,885,000 pounds; Type 42, Gebhardt, 23,822,000 pounds; Type 43, Zimmer, 23,613,000 pounds; Type 44, Dutch, 6,125,000 pounds; Type 45, Georgia and Florida Sun-grown, 1,783,000 pounds; and Type 46, Puerto Rican, 34,327,000 pounds. The detailed report by groups of grades shows about 74 per cent. of the total filler type stocks in the C group as strictly filler grades, 21 per cent. in the X group, and the balance in the B, Y, S and N groups.

The cigar binder type stocks, some of which are used for wrappers, were about 24 million pounds lower on January 1, 1936, than they were a year ago January 1. Total binder type stocks were reported as 160,505,000 pounds on January 1, 1936. Type 51, Connecticut Broadleaf stocks were reported as 32,059,000 pounds; Type 52, Connecticut Havana Seed, 28,449,000 pounds; Type 53, New York and Pennsylvania Havana Seed, 1,909,000 pounds; Type 54, Southern Wisconsin, 64,655,000 pounds; and Type 55, Northern Wisconsin, 33,433,000 pounds. The detailed report by groups of grades shows that of the total binder type stocks reported, 4,370,000 pounds are of wrapper quality, 61,291,000 pounds are binders, 7,536,000 pounds are fillers, 86,475,000 pounds are X group or stemming grade tobacco, and the balance Y, S and N groups.

Shade-grown wrapper type stocks were about 1½ million pounds lower on January 1, 1936, than on January 1, 1935. The January report of this year shows a total of 12,901,000 pounds. Connecticut Valley Shade stocks were reported as 9,400,000 pounds, and Georgia and Florida Shade stocks as 3,501,000 pounds. Of the total shade tobacco stocks reported, 10,779,000 pounds are shown in the A group as being of actual wrapper quality.

B. & W. To Broadcast Derby

FOR the second successive year, the Brown & Williamson Tobacco Corporation of Louisville, Ky., will sponsor the broadcasting of the Kentucky Derby on Saturday, May 2d, in the promotional interest of its Kool, Raleigh, and Wings cigarettes, and Sir Walter Raleigh smoking tobacco. It will be the sixty-second running of this most colorful of American turf spectacles. Last year was the first time the derby broadcast was commercially sponsored.

The colorful broadcast of America's racing classic, direct from the famous track at Churchill Downs, near Louisville, will be carried by a nationwide CBS network of more than seventy stations and also by KGMB, CBS outlet in Honolulu. The broadcast will be heard from 6:15 to 7 P. M., EDST.

A certain sentimental interest attaches to the broadcast for Brown & Williamson Tobacco Corporation inasmuch as it is a Louisville concern and the president, George Cooper, is an old friend of Col. Matt J. Winn, president of the American Turf Association, and impresario of the derby. Practically the entire Brown & Williamson organization will be at the track to see the race.

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issued 1929 | APRIL 1, 1936 | Prepared twice a month

PHILOFAX (The Retailer's Friend) SAYS

Total value of all live stock on farms, according to Department of Agriculture was $2,976,677,000 on January 1st, 1934; $3,250,085,000 on January 1st, 1935; and on January 1st, 1936, $4,885,302,000. Gee Whiz, a 50% increase in January 1936 over January 1935!

Let's all put our shoulders to the wheel and make 1936 show a real increase in CIGARS — what'du say? Let's go!

—o—

To himself, three years ago a salesman said—"What do I have to do to get more money?" He made answer to himself . . . went and did it and two years ago he got more money; one year ago, he got more money and first of this year, he got a bigger job and bigger money!

What was the answer he made to his question?

—o—

In making application for a position as salesman, his opening remark was, "I guess you don't need any new salesmen, do you?" Well, for once, this fellow guessed right!

—o—

J. C. B. wants Phil's answer to this—"How long should it take to get a dealer to buy?" No longer than it takes a Salesman to show a dealer how he (the dealer) can Sell!

—o—

Read somewhere that "water was used as currency during the recent drought in the goldfields of Central Australia"—which reminds Phil that cigars are used as the most pleasurable and economical form of smoking.

—o—

T. O. B. writes Phil a very cordial letter and inquires if he can secure a copy of the "Memoirs of Alex Smart"—booklet form. Sure you can, Tom, old boy, and copy going forward to you today . . . many thanks for your undeserved compliments.

—o—

"I thought the cigar game was tough until I got selling a different line of merchandise . . . I found out that you have to WORK no matter what you're selling" — so chirps a young man who is to be congratulated that at his early age he has discovered one of the true reasons for success in any endeavor.

—o—

C. B. A. does NOT stand for Cannot Be Ambitious but, at that, a CIGAR MAN isn't ambitious if he doesn't try to get a new cigar smoker at every possible opportunity. Is that right, fellow C. B. A's?

Phil M. Philofax*
D. B. L.

*Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

A TWO-MINUTE COURSE IN SALESMANSHIP

Bill Hardy (that's not his real name) was just a good ordinary salesman. Not a star and not a dead head. You could pick out a dozen like him on any sales force. There was only one thing at all unusual about Bill. He *knew* he wasn't as good as he might be.

About a year ago he went to his Sales Manager and let down his hair. "Look here, T. J.," said Bill to the Sales Manager. "I'm fed up with just rocking along. What can I do to be worth more to the house, and incidentally to myself? Do you think one of these correspondence courses in salesmanship would be any good?"

"Don't ask me," replied the Sales Manager, "I never took one. But if you want to know how to sell more cigars, I can tell you in two minutes. I've told all you boys often enough before. But maybe you weren't listening."

"Shoot," said Bill. "This time I'll listen."

"O. K.," said the Sales Manager. "Get it out of your head that you are hired to sell cigars to the retail dealer. Your job is to help him sell cigars to his customers. If you sell a retailer 1000 cigars and he has 500 left when you call again, your second call is a goose egg. Isn't that so?

"Now, to heck with getting a dealer to BUY 1000 cigars. Sell him a way to *sell* 1000 cigars. For instance, sell him on a box display on top of his case and a poster in his window. Then just leave him 1000 cigars to fill the demand that you have created for him. Next time you call, he'll give you an order for 1100 cigars, let's say. And the time after that, he'll boost his order still another hundred, maybe. And so on. Get the idea?"

"I get you," said Bill. And that's all there is to the story, except that Bill Hardy is now one of the firm's star salesmen and is on his way to be Assistant Sales Manager. Who told us? Bill Hardy? No, the Sales Manager.

OVER THE HILL TO THE POORHOUSE

Here's a jolly little game that's as much fun as falling out of a third story window on your head. It is called "Over the Hill to the Poorhouse," and may be played by any number of cigar dealers.

The rules are extremely simple. Yes, *simple* is right! Dealer A cuts the price on his cigars. Dealer B follows suit. Dealers C, D and E fall into line. Dealer A shaves off another half cent. Merrily the other boys join in. Then Dealer A gives a really fancy exhibition of price whacking, and the other players show that he can't bluff them. The dealer, who goes broke first, wins. Wins what? Darned if we know. We never could see much sense in this price cutting game.

It is doubtful if retail price cutting ever raised the total consumption of cigars by one cigar. And if everybody cuts, it means that everybody loses profits without gaining sales. Why don't all the cigar dealers in each city get together and agree on no more price cuts? Darned if we know! Maybe, if we had the answer to that one, we'd know why all the nations don't get together and say, "No more wars!"

BAYUK BRANDS BUILD BUSINESS
Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

PATENTS UNAPPLIED FOR—No. 9

THE BED-TIME SMOKER'S FRIEND

Prof. H. E. ZANUTT, I. K. I.—Inventor

Object: To prevent bed-time smokers from burning holes in the covers.

This ingenious device consists of a flexible steel spring (A) fastened to bed by clamp (B). The cigar is held by clasp (C) attached to spring by string (D). When the smoker falls asleep, his jaw relaxes, releasing the tension on the spring, which flies back and holds the cigar suspended harmlessly in mid air. At the same time a metal finger (E) attached to the spring, pushes the light button and extinguishes the light. This additional feature proves a real economy to smokers who are in the habit of falling asleep and leaving the light burning all night.

The "Bed-Time Smoker's Friend" was perfected at the request of Mr. W. C. Evans, Washington, D. C. In the next issue the Professor will explain a device suggested by Mr. Paul Owen, of Janesville, Wis.

TIGHT BINDING

A FULL LINE OF LIGHT-PROOF, MOISTURE-PROOF REYNOLDS METAL PACKAGES FOR TOBACCO PRODUCTS: CUP CIGARETTE FOIL • SMOKING TOBACCO POUCHES • CIGAR CANISTERS • CIGAR BOX LABELS • CIGAR BOX LINERS • METAL CIGAR WRAPPERS • SLIDE-AND-SHELL CARTONS • METAL BAGS • COUNTER AND WINDOW DISPLAYS.

REYNOLDS METALS CO. Inc.
19 RECTOR STREET
NEW YORK CITY

automatic
machines offer
A NEW RETAIL OUTLET
for
TOBACCO PRODUCTS
Get all the facts now on automatic merchandizing.
Write for a sample copy
THE AUTOMATIC AGE
2810 S. Michigan Avenue
Chicago Illinois

Gives counts and prices on over, 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.

Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

Write for Your FREE Copy

R. L. POLK & CO.,
Detroit, Mich.

Largest City Directory Publishing List Compilers—Publishers in the World—Mailness Statistics—Producers of Direct Mail Advertising.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

LONDON PAPERS, PLEASE COPY

THIS paragraph may be a little late, but it did not appear in the Talk of the Town department of *The New Yorker* until March 21st, a week after the last semi-monthly issue of this paper was published, and it is too good to keep from readers who do not see the sprightly weekly regularly. It is described as a little item about phrase-coining, involving the William Esty Advertising Agency, which handles the advertising for Camel cigarettes. It is the duty of one of its officials, Mr. John C. Esty, to see all the people who come to the office with world-beating ideas for the promotion of Camels. The number of such callers is usually around five a day, but in the past three weeks it has jumped to twenty-five or thirty. The firm policy of the agency is to turn people away without listening to their schemes, so as to avoid suits for plagiarism and infringement. This isn't always easy, as you may imagine, and Mr. Esty could not help wondering what had caused his arduous and tricky job to double and redouble. Well, one of the callers blurted out his scheme before Mr. Esty could stop him. It was a tieup with the elevator strike. If you can't get a lift with an elevator, try a Camel. And variants.

BOB BURNS SAYS

MORE power to the National Association of Tobacco Distributors, even if their code does seem to some people like a preview of Utopia. Because wholesalers are human, there will be violations of the code. Some of the violators will get away with it, and perhaps continue to get away with it for some time, but eventually their unfairness will out and they will be caught, a fate which must eventually overtake the letter carrier told about by Bob Burns, of Van Buren, Arkansas. Bob relates that on a recent visit to the home town, he wandered over to the outskirts and there on a rail surrounding a field he saw a sign, "Beware the Bull!" He had no sooner finished reading the sign when he saw the town's letter carrier, who used the field as a short cut, pedalling licketysplit towards the fence, chased by the bull. The bull was getting closer every second. The letter carrier headed for the fence, the bike crushed into the rail, knocking the postman into the adjoining field on his face. Bob went over, picked him up and said: "Pretty near got you that time!" "Pretty near gits me every day" answered the letter carrier.

Pick & Pat
in "PIPE SMOKING TIME"
with "DILL'S BEST" ORCHESTRA and
THE FOUR "MODEL" SMOKERS
SINGING SONGS MEN LIKE
C. B. S. COAST-TO-COAST—MONDAY NIGHTS
For time of this popular program see evening radio programs in your local newspaper
TUNE IN WITH THE INCREASING SALES OF
AMERICA'S FASTEST GROWING BRANDS

DILL'S BEST and MODEL TOBACCOS

NOTICE TO CIGAR SMOKERS

Bayuk Cigars, Inc., is replacing as rapidly as possible—and at no cost to dealers—all Bayuk PHILLIES Cigars damaged by flood in this territory. This is done to assure you of getting factory-fresh PHILLIES wherever you buy them.

NOTICE TO DEALERS: If, for any reason, you have not received your fresh supply of Bayuk PHILLIES to replace damaged stock—communicate at once with your jobber.

BAYUK CIGARS, INC.

The foregoing is the text of an advertisement which appeared, in dominating display space, in the first issue of many of the newspapers in the cities in the flood area.

ABE BROWN, president of the National Board of Tobacco Salesmen's Associations, has issued a proclamation, urging every salesman in the country selling cigars, cigarettes, tobacco, pipes, smoker's articles and affiliated products to contribute 25 cents to the Red Cross. The money is to be used to alleviate the suffering in the stricken areas. Salesmen who are members of Tobacco Salesmen's Associations will send their quarters, either in cash or stamps, to their individual secretaries.

"SMOKERS' CODE"

FOLLOWING investigations into the effect of smoking on the constitution, Dr. C. A. Wallgren, a Swedish doctor, declares that it is impossible to decide which is preferable—cigarette, cigar or pipe smoking. He has drawn up a smokers' code for all types, his suggestions including:

Smoke thin and small cigarettes or cigars, and do not smoke moist tobacco.

Use pipes with long mouthpieces and long cigarette holders.

Do not smoke the last third of tobacco, as nicotine collects at the bottom of a pipe and in the stubs of cigarettes and cigars.

Do not relight a cigar which has become extinguished.

Keep pipes and holders well cleaned and dry.

Do not inhale tobacco smoke.

CIGAR BOXES
Tel. Algonquin 4-9532 Established 1873
NIC. ALTHAUS CO
657-641 EAST 17 ST.
NEW YORK.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

CIGAR FOREMAN—PAST MASTER ON AUTOMATIC AND all other cigar and bunch machines, also handwork. Go anywhere. Highest references. Open for position. What have you? A. O. Weiser, 214 N. Twelfth Street, Philadelphia, Pa.

America's

outstanding 5¢ cigar value

Don't miss Muriel as the sure-fire Five-cent Leader on your cigar counter

★

P. LORILLARD COMPANY, INC.
Established 1760
119 WEST 40th STREET . . . NEW YORK CITY

SCHLEGEL LITHOGRAPHING CORPORATION

BROADSIDES
BOOKLETS
LABELS

WINDOW
DISPLAYS
DIRECT MAIL

SCHLEGEL BLDG.
374-380 Second Ave.
NEW YORK
Algonquin 4-9226-7

COUNTER
DISPLAYS
CARTONS

CAR
CARDS
POSTERS

AUTOKRAFT
CIGAR BOXES

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

TWO MONTHS' COMPARISONS

TOTAL cigar withdrawals show a gain of 4 per cent. for the first two months of this year in comparison with last year. The total of all classes for January and February combined this year was 721,510,289. For the same two months of 1935 the total of all classes was 693,461,787. The increase was 28,048,502. There were gains in Class A, Class C and Class D. The cigarette gain in the same two months was 2,848,554,063, or 13.8 per cent. The comparative figures follow:

	Jan.-Feb. 1936 Comb.		Comparison With 1935	
Cigars:				
Class A—				
United States	629,953,410	+	41,261,330	(7.0%)
Puerto Rico	4,732,600	—	1,849,800	(28.1%)
Philippine Islands	23,360,455	—	14,749,220	(41.3%)
Total	658,046,465	+	24,662,310	(3.9%)
Class B—				
United States	5,946,496	—	375,987	(5.9%)
Puerto Rico	100,500	—	12,350	(10.9%)
Philippine Islands	42,250	—	79,143	(65.2%)
Total	6,089,246	—	467,480	(7.1%)
Class C—				
United States	53,193,342	+	3,719,864	(7.5%)
Puerto Rico	59,800	—	17,600	(22.7%)
Philippine Islands	10,906	—	4,328	(28.4%)
Total	53,264,048	+	3,697,936	(7.5%)
Class D—				
United States	3,769,275	+	275,471	(7.9%)
Puerto Rico	.....		.....	.....
Philippine Islands	210	—	217	(50.8%)
Total	3,769,485	+	275,254	(7.9%)
Class E—				
United States	341,865	—	118,548	(25.7%)
Puerto Rico	.....		.....	.....
Philippine Islands	180	+	30	(20.0%)
Total	342,045	—	118,518	(25.7%)
Total All Classes:				
United States	693,203,388	+	44,761,130	(6.9%)
Puerto Rico	4,892,900	—	1,879,750	(27.8%)
Philippine Islands	23,414,001	—	14,832,878	(38.8%)
Grand Total	721,510,289	+	28,048,502	(4.0%)
Little Cigars:				
United States	30,376,386	—	2,596,214	(7.9%)
Puerto Rico	472,400	+	72,400	(18.1%)
Philippine Islands	.....		.....	.....
Total	30,848,786	—	2,523,814	(7.6%)
Cigarettes:				
United States	23,491,227,260	+	2,848,496,063	(13.8%)
Puerto Rico	480,000	+	180,000	(60.0%)
Philippine Islands	94,500	—	122,000	(56.3%)
Total	23,491,801,760	+	2,848,554,063	(13.8%)
Large Cigarettes:				
United States	401,875	+	30,033	(8.1%)
Puerto Rico	31,000	+	31,000	.....
Philippine Islands	.....	—	100	.....
Total	432,875	+	60,933	(16.4%)
Snuff (lbs.):				
All U. S.	6,537,615	+	42,260	(0.6%)
Tobacco Mfd. (lbs.):				
United States	50,871,089	+	1,143,479	(2.3%)
Philippine Islands	2		.....	.....
Total	50,871,091	+	1,143,479	(2.3%)

"SIDE-SHOW"

(Note. So that the readers of The Tobacco World *may be in touch with what is being said and written on the current advertising battle between the leading cigarette manufacturers, we reprint the following, which appeared in March* Tide, *the monthly magazine of advertising and marketing, under the head, "Side-Show. Notes on the continuing four-ring circus sponsored by the Big Four.)*

ALL last month big newspaper space was filled with Lucky Strike's talk about acid in other people's cigarettes. And as the month wore away the "Luckies are less acid" slogan got a more prominent position in each succeeding ad, copy grew franker "qualities of undesirable constituents" that other cigarette makers had not toasted out of their brands.

Meantime Camels pitched its tune on a more blatant note, took an out-and-out patent medicine slant with "For the digestion—smoke Camels."

The ladylike Chesterfield noted the raucous cries of its boisterous brothers It was a din you could hardly ignore. And late last month the mild cigarette, with a lady's light touch, let it be known that she heard. The ad was captioned "Fiddlesticks," over the picture of a pretty, laughing lady. (Here is repeated the text of the ad, as published in an editorial in the March 15th issue of The Tobacco World.)

Nor was Old Gold deaf. With Luckies and Camels doing the yelling, Chesterfield the pooh-poohing, Old Gold reached for protective covering, doubled its cellophane jacket. Now instead of one cellophane to tear off, Old Gold buyers have two and Old Gold advertises a double protection as well as a double-your-money-back offer "if you don't say Old Golds are the finest cigarettes you've ever tasted."

—

BAGATELLE

BAGATELLE, described by *Tide* as the mainstay of 600,000 retail stores, including many cigar stores, is working for survival, along with other coin machine games, against unfavorable legislation which marks the business as gambling and not, as operators would have it, a game of skill. New York City operators of 25,000 bagatelle boards under the mast of Amusement Services Corp. of America have launched their first big consumer advertiser campaign to find "Why I Like to Play Pin Games." The immediate aim of the contest is to get general reaction as to whether people at large consider bagatelle a game of skill or just a try at the merchandise prizes which the operators give away to high-scoring players. The operators' hope is that the customers will say it's a game of skill, and thus help the boys along in their fight to make the prizes legal.

It is one of the children of the depression, blood brother to Tom Thumb golf, an old idea, but never before having the play it's been getting lately. Retailers have not been blind to the game's power in luring customers inside a store. There's also the matter of a 50 per cent. cut on the game's take, which, in many cases, means that pin ball pays the rent.

SPRUCE UP
Your Cigar Box

Brighten it

Lighten it

Feature it

with SPRUCE LUMBER

Newest and Best

IT'S MODERN PACKAGING

UPTEGROVE LUMBER CO.
15 Washington St. Newark, N. J.
Cigar Box Lumber for 63 years

SPECIFY SPRUCE

Established 1886

"BEST OF THE BEST"

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

155 John Street, N. Y. City **Industria 144, Havana, Cuba**

HAVANA TOBACCO

ROTHSCHILD-SAMUELS-DUIGNAN, INC.

Harry S. Rothschild, President
Lee Samuels, Vice-President
Milton Samuels, Vice-President
Chas. W. Duignan, Sec. and Treas.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION

BUTZENTUX:—46,531. For all tobacco products. Harvey's, Inc., Syracuse, New York, May 9, 1935.

TRANSFERS

LA MESILLA:—31,794 (U. S. Tobacco Journal), and **31,739** (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered May 31, 1906, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Jacob Rich, New York, N. Y., and re-transferred to Philip Ippolito, New York, N. Y., March 14, 1936.

LA FLOR DE ALGER:—4056 (Tobacco Leaf). For cigars. Registered September 11, 1889, by The Banner Cigar Mfg. Co. Transferred to The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Inc., Detroit, Mich.

GENERAL ALGER:—5400 (Tobacco Leaf). For cigars. Registered January 26, 1891, by The Banner Cigar Mfg. Co. Transferred to The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Inc., Detroit, Mich.

LORD NELSON:—40,612 (Tobacco Merchants Association), and **144,282** (U. S. Patent Office). For cigarettes. Registered April 15, 1918, and June 28, 1921, respectively, by F. & E. Soter & Co., New York, N. Y. Transferred to Philip F. Price, Cleveland, Ohio, March 12, 1936.

The Standards of America

Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts

Strong, Salt, Sweet and Plain Scotches

Manufactured by

GEORGE W. HELME CO.

111 Fifth Avenue, New York

TOBACCO WORLD

The National Tobacco Business Monthly

A GOOD ADVERTISING MEDIUM

CUBAN LEAF RATES RAISED WITHOUT NOTICE

(*Continued from Page 5.*)

Among the creditors, as we recollect, was the local Internal Revenue Bureau with a claim of twelve dollars ($12) for cigar stamps. We always wanted to get at the bottom of this, not for publicity purposes, but as a matter of personal satisfaction. Our curiosity, as to how it was done, had us all steamed up about it, but Old Man Procrastination came along and we never did delve into the mysteries of how a cigar manufacturing concern secured twelve dollars' worth of credit for the purchase of cigar stamps. However, we think the man who can tell the story as to how it happened is still alive, and perhaps one of these days we will seek an opportunity to find out.

It is obvious that the larger cigar manufacturers are well established, but this does not apply to the smaller cigar manufacturers.

These smaller manufacturers do contribute something to maintaining the prestige of the cigar. And perhaps they do their fair share in creating new cigar smokers. And Secretary Wallace should give them every consideration, to say nothing of every encouragement. And in putting back the old Cuban tariff by abandoning the Reciprocal Treaty, he has given the cigar manufacturing industry one of the most depressing gestures of the present administration. It needs no further comment to explain that this action will be reflected in the revenues from the tobacco industry this year.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

RETAIL TOBACCO DEALERS OF AMERICA, INC.

WILLIAM A. HOLLINGSWORTH, 233 Broadway New York, N. Y. ..... President
CLIFFORD N. DAWSON, Buffalo, N. Y. ..... Executive Vice-President
JAMES C. THOMPSON, Chicago, Ill. ..... Treasurer

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

ABE BROWN, 408 Market Street, Newark, N. J. ..... President
JOSEPH FREEMAN, 615 West 150th Street, New York City.. First Vice-President
FRANK SOBEL, 72 Williams Street, Newark, N. J. ..... Secretary
ALBERT FREEMAN, 25 West Broadway, New York City ..... Treasurer

THE NATIONAL ASSOCIATIONS OF TOBACCO DISTRIBUTORS, INC.

E. ASBURY DAVIS, Baltimore, Md. ..... President
JOSEPH KOLODNY, 200 Fifth Ave., New York, N. Y. ..... Secretary
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer

UNITED STATES TOBACCO DISTRIBUTORS ASSOCIATION

JOHN F. BROWN ..... President
HERMAN H. YAFFE, 301 Fox Building, Philadelphia, Pa. ..... Secretary

RETAIL CIGAR STORE ASSOCIATION OF PHILADELPHIA

MORRIS LEVITONE ..... President
SAMUEL MAGID, 2001 N. Mervine St., Philadelphia, Pa. ..... Secretary

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MAY 1936

TOBACCO WORLD

ESTABLISHED 1881

In This Issue

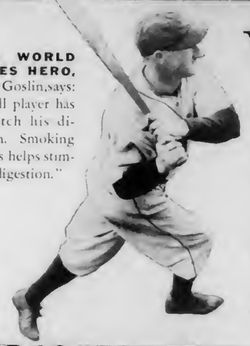
NEW HABITS, NEW PLANS—IN CIGAR PROMOTION
By Paul L. Progan, Jr.

MODERN TOBACCO PRODUCTS NEED MODERN PACKAGES
By Hobart B. Hankins

TOBACCO IN ALL FORMS GAINS IN POPULARITY

RETAILERS TO CONVENE IN NEW YORK

THE TALK OF THE TRADE



1935 WORLD SERIES HERO, Goose Goslin, says: "A ball player has to watch his digestion. Smoking Camels helps stimulate digestion."

You need good digestion to face the nervous strain of modern living!

When people are tired, worried, or nervous, digestion is apt to be affected. The flow of digestive fluids slows up. But when these important fluids function normally, good digestion follows after.

Smoking Camels increases the flow of these digestive fluids. The increase has actually been measured by scientists. Thus, there are sound reasons why Camels add to the enjoyment of your meals.

Camels are supremely mild—never get on the nerves or tire your taste. Enjoy Camels for their good cheer and "lift"... for their rare and delicate flavor! Smoke Camels for digestion's sake. They set you right!

© 1936, R. J. Reynolds Tob. Co., Winston-Salem, N. C.

"I HAVE TO EAT in 30 minutes—then work on narrow beams hundreds of feet in the air," says Harry Fisher, steel worker. "Smoking Camels helps my digestion, gives me a 'lift'!"

FEEDS THOUSANDS DAILY. Miss Lenora Flinn, dietitian, says: "Smoking Camels during meals and after stimulates digestion, causing increased flow of digestive fluids."

THE TERRACED MARINE DINING ROOM of the Edgewater Beach Hotel, Chicago. Those who dine on tempting food... at leisure... also appreciate Camels for their aid to digestion. Camels make food taste better—help you to enjoy it more. Fred, *maitre d'hotel* of the Marine Dining Room, says: "So many of our guests smoke Camels. They are immensely popular."

COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

for Digestion's sake...smoke CAMELS

HOBART B. HANKINS—*Editor* *Associate Editor*—JOHN CLEARY

THE TOBACCO WORLD

Vol. 56 MAY 1936 No. 8

WHEN we boarded our homeward-bound train at the end of the week, we felt a little tug in the neighborhood of the heart department as we surveyed a dozen or more passengers in the smoker equipped with surf rods and tackle boxes bound for New Jersey's numerous seashore resorts.

As fishing goes, although we have indulged in it from the time we ran around barefoot and fished the fresh water pools of the Rancocas with a birch sapling, to which was attached a cotton line about the length of the pole, with a bottle cork for a float and dough mixed with cotton as a bait, we have never had sufficient success through forty years and more, to brag about. But we have had a lot of fun in these later years since we have taken up salt water fishing in the bay, and surf as well, we have been furnished with a grand relaxation, mentally. And after working at it intermittently from before dawn out in the bay until after dark in the surf, we are always assured of a dreamless sleep at the day's end.

▲

BUT we are only one of thousands who line the New Jersey coast from Cape May to Sandy Hook during the summer months, patiently standing with our thumb on the line waiting for the tug that indicates a "strike." And thousands stand there day after day through rain and sunshine waiting for the big weakfish or striped bass to "hit" the bait. Nor is the little kingfish or the powerful croaker to be despised from the standpoint of sport. And if you know how to cook your fish, the kingfish tops them all for a seafood delicacy.

When the word goes out, "The 'blues' are in!" the motors are roaring all through the night the whole length of the fifteen miles or more of Long Beach Island.

By daylight the fishermen are standing almost elbow to elbow from Beach Haven to Barnegat Inlet. And during the darkness the beach is a glow of light from beachwood fires and Coleman lamps.

▲

BUT there is another glow as well. And it comes from the thousands of pipes, cigars and cigarettes that are constantly being lighted like signal flares. The "patient fisherman probably acquired the title as much from trying to keep his pipe or cigar lighted while fishing, as from waiting for a member of the finny tribe to tare his lure.

And if a strict account were kept we believe that the manufacturers of matches enjoy a very handsome business. The surf fisherman who doesn't buy a dozen boxes to take to the beach with him for a night's fishing is risking his pleasure for lack of a match. It is simply astonishing how quickly a box of matches is consumed.

Memorial Day usually marks the advance guards' entry to the fishing beaches. And from then until early October when the last of the big "weakies" are bound for their southern rendezvous the smoke from thousands upon thousands of tobacco products drift skyward night and day from the fishing beaches along the Middle Atlantic seaboard.

▲

SUNDAY, June 21st, marks another anniversary of Father's Day, and it is none too soon for the trade to prepare to widen the observance of the now well-established custom of remembering Father with a box of his favorite cigars on this day set aside to do him homage. As time has run along since Father's Day was first dedicated,. the sons and daughters of the nation have shown an increasing sentimental interest in making this day a bright spot in the hum-drum ones of the fleeting span of the years of the fathers who have made it possible for their sons and daughters to carry on.

During the week preceding June 21st, the progressive retailers throughout the country will make a special effort to make this 1936 Father's Day the most successful that they have ever promoted.

If you haven't started thinking about your promotion plans and your window dressing do it now if you expect the cash register to keep cheering you all through the week, knowing that it is cheering someone's Father, too.

▲

THE Retail Tobacco Dealers of America, Inc., is looking for the oldest tobacco retailer in the United States, from point of service. It wants to bring him to the fourth annual convention of the association, which will be held at the Hotel Penn-

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

sylvania in New York on June 11th, 12th, 13th.

"The tobacco industdustry has a long and colorful history," said William A. Hollingsworth, president of the R. T. D. A. "We are trying to find the American who has been longest in the retail tobacco business in order that we may through him personify the interesting history of the trade.

"In my travels around the country I have run into a number of retailers who have been behind the counter for half a century, but I rather suspect that a careful search will enable us to locate one or more retailers who has been in business for more than sixty years and perhaps even for three-quarters of a century. The retailer with the longest record of service will be brought to the convention at our expense and given as fine a time as any man could be given.

"I appeal to the tobacco trade as a whole to help us find that man. I shall be pleased to receive nominations from tobacco retailers."

▲

A MODEL cigar store will feature the Retailers' convention, to give tobacco retailers throughout the country ideas which will help them with their own merchandising and clerical problems. The store will be designed and built by experts. The stock will be carefully selected with a view to getting a proper stock balance, and other features will include a model bookkeeping system and special window displays.

During convention week goods will actually be sold in the store by expert salesmen so that retailers attending the convention can see for themselves the selling methods which increase sales.

The store will be located in the foyer of the Hotel Pennsylvania, directly off the grand ball room, where the banquet and dance will be held on June 13th.

▲

"IF collections were a little better, I'd do better IF I had a little more territory to work and IF I had a gratis deal on my products and IF they were packed a little differently, with a further increase IF I had more newspaper advertising and IF it were the kind I know will pull and IF the dealers displayed my products I know my sales would bounce up IF the chain stores would stop cutting and IF I had a new car to get around faster and could do it IF they'd fix up the roads so there would be no detours and IF we had some nice weather!"

That fellow has got IFFER-E-TIS—the most dastardly derangement that can sink its sting into the system of a salesman!!

IFFER-E-TIS is easy to catch and easy to cure but, strange to say, no one can truly give you IFFER-E-TIS and no one can really cure IFFER-E-TIS—you catch it and cure it all by your lonesome.

IFFER-E-TIS was first made known to the medical profession by the experience of the original manufacturer of doughnuts. It seems that the big boss of a cake concern decided to doll up dough in the form of what we now know as a "doughnut." He gave a sample to one of his salesmen—the salesman tasted it, and liked it. Asked what the chances of selling it, the salesman said, "Well, IF it didn't have a hole in it, I think I could put it over."

And for this stirring editorial on IFFER-ETIS we are indebted to Frank Trufax, distributor of Bayuk cigars, corner Knowledge and Experience Streets, Anytown, U. S. A. It is part of a letter to the Trufax salesmen, reprinted by request. You may remember Frank from his telephone number: Eveready—UO2B2.

▲

JUST the other day a man from Chicago dropped in the office and in the course of conversation remarked that he thought the tobacco business was over the crest and on its way to some real prosperity again. He went on to say that though the Class A cigars had apparently reached flood level, it was his opinion that the door was wide open for Class C cigars to come back stronger than ever.

Well, we could not just see his angle at the particular moment but we admit there was merit in what he had to say. And the more we think about it the less we will be surprised if some of the Class A manufacturers come back in the near future with a Class C cigar. And Class C cigars in the first three months of this calendar year lead the procession in percentage of increase.

▲

LEGISLATION permitting the tobacco-growing States to enter into compacts for control of production was finally agreed upon April 22d and sent to the White House for approval of President Roosevelt. The bill gives Congressional consent for compacts among the flue-cured, burley and dark fire-cured tobacco-growing States of Kentucky, Tennessee, Virginia, North and South Carolina and Georgia, under which the control of production could be sought co-operatively. Incorporated in the measure are Senate amendments prohibiting price-fixing and the establishing of production monopolies by the States.

▼

PRICE-FIXING under the former recovery codes was a failure and offers little hope as a panacea for the ills of industry, it is held in a report prepared by the review division of the NRA and just made public through the Department of Commerce. As attmpted under the codes, the report states that price-fixing met with small success and at least seven industries ran into conflict with the anti-trust laws in their efforts at stabilization. Generally, it was found, minimum prices were sought by members who refused to co-operate.

New Customs, New Plans— in Cigar Promotion

By Paul L. Brogan

President, Yahn & McDonnell Cigars

TO those of us who have been in the cigar business a long time, there is a natural disposition to think in terms of the past, no matter how engrossed we may be in the active present. In our minds there is no definite line of demarcation dividing things as they were from things as they are, the details of past and present are all joined together in one mental picture, like the pieces in a jigsaw puzzle. I am inclined to believe that this panoramic conception of the business, spread out over a long period of years, influences many of us, subconsciously at least, when we think of what should be done to restore the merchandising of cigars to its former status as an interesting, honorable and profitable business.

We do not think of ourselves as yearning for Utopia, but that is precisely what we are doing when we wish for a return to the good old days before the Cigar Store Indian became a museum piece.

You would get an illuminating perspective of the change that has taken place in retailing, if you could line up on one side of the street the cigar stores of twenty years ago, and on the other side the outlets that dispense cigars to the consumer today.

Your first thought would be that the oldtime retail cigar merchant has passed out of the picture. And if you have any doubts on that score, try to remember how long it has been since you heard anyone say, "I'm going to open a cigar store," or "I'm thinking of buying a cigar store." Nowadays a man buys a drug-store, or a newspaper and magazine business, or a tap-room—and sells cigars on the side.

The only specific retail cigar shops that seem to be left are the stands in hotels, clubs and some office buildings, outside of a handful of high-grade cigar stores run by men who carry on the tradition of the olden, golden days of the cigar business. They know tobacco. They know cigars, their flavors, their colors, their sizes, their shapes, their care. They know and respect the preferences of the lovers of good cigars who are their regular, steady, appreciative and profitable customers.

By and large, these last-named retailers are the exceptions. You were right in your first conclusion that customs have changed in the cigar business, and that the outlets who pass the great bulk of cigars over their counters these days are far different from the oldtimers we remember.

What were the reasons for the change in the complexion of the retail business?

First with the advent of chain stores, at prominent locations, based on the count of men's feet passing a given corner, and very often at exorbitant rentals, that eventually brought grief to these particular chains and, at the same time, did irreparable damage to the business of the independent and neighborhood dealer, who really built the retail business.

The next thing to follow was rampant price cutting, that eventually—along with other conditions—brought more grief to both the chains and the individual dealer. In the beginning, price cutting was confined to just a few stores but, in short order, it spread like wild fire to all sections of the city and everyone, in the business, was caught in the fire and suffered the natural consequences; all of which, in my opinion, has materially hurt the fundamentals of good cigar merchandising.

The business of the firm, which I head, is very largely represented by wholesale business but in addition we maintain one fine retail cigar and smokers' accessory store along with a few other retail cigar shops and through this we are naturally in a position to observe, and at first hand feel the effects of what was taking place near about us, and, all over the city.

When the chain stores first inaugurated cut prices, together with their prominent locations, they took a lot of cigar business away from the individual dealer; but, later on, as the individual dealer, small and large, met the chain store prices, and, in some cases, went still lower, a lot of the business switched back to the individual; and the natural consequence of all this was that nobody made any profit and therefore lost all interest in the merchandising of cigars. The further natural consequence of this condition was to give less consideration to the care and the keeping, as well as the promotion of the sales of cigars.

Looking further into the picture, we see the cigar stores—chains as well as the individual—adding new lines of merchandise until eventually they were what you might call "Variety Stores". In this shuffling and switching, I am inclined to feel that again the merchandising of cigars suffered, and, all these things along with the general economic condition, almost laid the cigar business "flat on its back".

In the meanwhile, with the possible exception of one manufacturer, no one actually did a single thing to revive the interest that is vital to the care, display and merchandising of cigars. I would therefore like to suggest that every manufacturer and distributor devote more time and energy towards actually helping their retail customers to sell more and better cigars. It seems to me that all of us, in the distributing field, have one thing uppermost in our minds and that is to sell the dealer all the cigars we possibly can, and hope to the Lord that he will pay for them and sell them. I am inclined to think that this is where our efforts start and finish—the facility for keeping and displaying cigars, and the sale by the retail dealer should have more of our time and attention.

A few months back, the trade noticed a slight pick-up in the total cigar volume, and, I am happy to say that today this increase continues and is gaining ground at a very encouraging rate. It is particularly noticeable and gratifying that the sale of Class "C" is picking up very nicely for instance: during the month of March Class "C" cigars increased nearly

three and one-half millions, or an average increase of over 100,000 cigars per day, in ten-cent sizes and up. All classes increased nearly twenty-four million this March over last year—not a bad picture by any means.

I suppose it would only be natural for the industry to take full credit for this, but, frankly, I do not think this is a fact; on the other hand, I think it is due almost entirely to an improvement in business generally, and, not to any great effective co-operative effort on the part of all branches of the industry.

I am sure that thousands and thousands of men are not smoking cheap cigars or using tobacco products in some other form, simply because they want to; on the other hand, they have had no choice because of the flatness of their pocketbook, and, as the pocketbook fattens up, I am also quite sure that they will buy better cigars, just the same as they will buy better grade of other things that they need and use; therefore, Now is the time for all branches, manufacturers,

(*Continued on Page 16*)

Modern Tobacco Products Need Modern Packages

By Hobart B. Hankins

WE dropped in on a friend the other day and found his desk and a windowsill decorated with some of the most splendid packages that we have seen in a long time. Every one of them, without exception, had individuality and certainly were real works of art.

Our curiosity being aroused, we inquired as to their use. We were informed that they were for domestic and imported perfumes. They seemed rather elaborate even for perfumes until we went into the matter further and found out that perfume was something that ran into real money. Another thrill came along when we were told that some of the packages ranged from fifty dollars a dozen up—empty.

After contemplating them for a while we sort of simmered down and concluded that they were quite in keeping with the spending spree which the present administration claims is the direct road to prosperity.

When we learned the range of prices for the perfumes which went into the containers, the packaging didn't seem so expensive after all. In turning the matter over in our mind, however, we did conclude that the ladies could be kept just as sweet and fragrant for a lot less money.

There is a large question in our minds as to whether or not unusual and freak containers contribute more than a gesture to cigar sales, individually or by the container. But we do believe that improved packaging will speed the cigar business on its way.

We have some ideas along these lines, but they are nothing more than ideas. And for that reason we hold them under suspicion until we get around to some experimenting. And our idea is no great departure from the "run of the log" cigar container, but it might come under the heading of "Modern Packaging."

The trend toward modern packaging is not confined alone to cigars but embraces the cigarette and smoking tobacco field as well. And in these fields the first consideration is the convenience of the package so far as the consumer is concerned—for after all he is the last word.

We are well aware of the irritation that we will cause when we offer the suggestion that the lithographic industry is confronted with a large problem in undertaking to sell the cigar manufacturing industry the idea of improving the lithographic features of their containers.

Not so many years ago we ventured to comment on some changes that might be made by a good artist on a hallowed and nationally known label, and we barely escaped being thrown into a vat of boiling oil. Now that we are away from the danger of being precipitated into the bubbling tank, we still think that a lot can be done to package cigars more attractively.

Aside from the nationally advertised brands, and those widely known in various sequestered territories, it is certainly not to be denied that thousands of brands are sold on price alone, and with little to recommend them except that fact.

It is an old adage that merchandise well displayed is half sold. And by that same token a vast number of the cigar outlets of the country operate at a disadvantage because they display for the potential buyer a prosaic array of lifeless labels and an equally indifferent-looking package of cigars beneath them.

When the debutantes of the country have their "coming out" parties, the financially-minded mothers do not exhibit them to the eligible scions of the ancestral and newly-rich (pardon the newly-rich business) families in a gingham dress. Far from it! Even if they have to hock the family jewels or put a third mortgage on the old estate, daughter is gowned in the finest creation that the modistes of Paris can create. (Or at least a copy, if the family treasury is at a low ebb.) And the sale is usually made shortly thereafter. (For further details see the society pages of your Sunday newspaper.)

The trend toward modern packaging is so evident in so many other fields of merchandising, that we have felt for a long time that the cigar industry has neglected many opportunities to put their good cigars in containers that sparkle with appeal to the potential customer.

We believe that it would move cigars along at a much faster rate, not only from a standpoint of single sales but by the box as well.

And the job after all is in the lap of the lithographers, and all others who sell decorative cigar container materials to the cigar manufacturing industry.

We don't think that it is going to be an easy job, but then after all most worth while things are accomplished only after a lot of unappreciated effort has been expended. But there isn't any reason why the cigar container shouldn't go modern, and those best qualified to lead the procession are those who are thoroughly familiar with cigar container decoration.

Retailers Plan Big Convention

Will Open On June 11th, in New York

THE fourth annual convention of the Retail Tobacco Dealers of America has been moved from Cleveland to New York and will be held at the Hotel Pennsylvania, June 11th, 12th and 13th, it was announced by Wm. A. Hollingsworth, president.

The change in cities was made necessary by the fact that the Republican National Convention, which is to be held in Cleveland beginning June 8th, might well conflict with the R. T. D. A. convention.

Mr. Hollingsworth pointed out that Cleveland would be the first choice for the 1937 convention.

Details of the 1936 convention have not yet been worked out, Mr. Hollingsworth said, but present plans insure the largest convention yet held by the retail tobacco trade in the United States. There will be a dinner and dance, a luncheon to which will be invited representatives of every division of the retail trade, and certain spectacular features which are now being developed.

Following are the members of the New York Welcome Committee: Morris Bloomgarden, Jamaica, N. Y.; Louis Brody, Flushing, N. Y.; Joseph Bushell, Bronx, N. Y.; Eric Calamia, New York, N. Y.; Edward Castro, New York, N. Y.; Irving Clayman, New York, N. Y.; Moe Gordon, New York, N. Y.; L. Green, Richmond Hill, N. Y.; Bernard Horowitz, New York, N. Y.; Sam Katz, Brooklyn, N. Y.; Morris Kleinman, Brooklyn, N. Y.; Max Kohn, New York, N. Y.; A. Lapidus, New York, N. Y.; I. Michael, So. Ozone Park, N. Y.; Meyer Michaels, Brooklyn, N. Y.; Jack Miller, New York, N. Y.; M. Nachlin, Jamaica, N. Y.; Robert Pogran, Brooklyn, N. Y.; H. Reing, Brooklyn, N. Y.; Joseph Saremsky, New York, N. Y.; Bernard Schwarz, New York, N. Y.; Hyman Shaffer, Brooklyn, N. Y.; Moe Weinstein, Brooklyn, N. Y.; Morris Weiss, New York, N. Y.

The National Convention Committee is composed of: Louis Klein, chairman, Cleveland, Ohio; Oscar R. Andren, Portland, Me.; Fred H. Barrows, Providence, R. I.; Raymond Carlson, Butte, Mont.; Bert Cunningham, Cincinnati, Ohio; George R. Curtis, Baltimore, Md.; Clifford M. Dawson, Buffalo, N. Y.; Harold C. Dean, Wilmington, Del.; C. H. Demuth, Lancaster, Pa.; Benjamin Deutsch, Hoboken, N. J.; James L. Domingues, New Orleans, La.; L. Eastep, Albuquerque, N. M.; James E. Emmert, Okla. City, Okla.; N. D. Eubank, Atlanta, Ga.; R. O. Fielding, Seattle, Wash.; M. J. Friedman, Yonkers, N. Y.; Bernard Garfinkel, Chicago, Ill.; J. J. Gayden, Columbia, S. C.; Larry Goodman, Milwaukee, Wisc.; Edward W. Gore, St. Louis, Mo.; Paul H. Graham, Springfield, Ill.; Louis A. Gretz, Los Angeles, Calif.; H. G. Hall, Erie, Pa.; James Head, New York, N. Y.; C. H. Herndon, Greensboro, N. C.; Harry Hess, Kansas City, Mo.; Otto Heuck, Boise, Idaho; Wm. A. Hickey, Davenport, Iowa; Max Hoppenrath, Minneapolis, Minn.; Harry A. Johnson, Syracuse, N. Y.; Harry W. Johnson, St. Paul, Minn.; George Jones, Philadelphia, Pa.; Leonard Kaufman, Portland, Ore.; A. C. Kemker, Memphis, Tenn.; S. E. Kraft, Kansas City, Kan.; George Kuntz, Fort Wayne, Ind.; Robert T. Lankering, Paterson, N. J.; B. G. Leischardt, Bowling Green, Ky.; Herman Lieberman, Detroit, Mich.; Wm. D. Lilly, Baltimore, Md.; C. W. Linthicum, Jackson, Miss.; Haymer Lowenhaupt, St. Louis, Mo.; E. Luethge, St. Paul, Minn.; Samuel Magid, Philadelphia, Pa.; John Maute, Chicago, Ill.; W. H. McInerney, Cheyenne, Wyo.; T. R. McMullen, Los Angeles, Calif.; Arthur S. Meyer, New York, N. Y.; Herbert Middleton, Philadelphia, Pa.; Frank B. Miller, Norfolk, Va.; R. Carl Mitchell, Washington, D. C.; H. J. Moffett, New York, N. Y.; Charles J. Moye, Pittsburgh, Pa.; W. G. Patterson, Birmingham, Ala.; James Ross, Denver, Colo.; Fred K. Rowley, Duluth, Minn.; H. E. Rowley, Boston, Mass.; P. W. Saville, Salt Lake City, Utah; Doane R. Shaw, San Francisco, Cal.; L. T. Shirk, Lincoln, Nebraska; John F. Snyder, Buffalo, N. Y.; A. R. Steinmeyer, Hartford, Conn.; Harry A. Tint, Philadelphia, Pa.; L. G. Verrette, Manchester, N. H.; W. E. Wallace, Chicago, Ill.; J. T. Warren, Charleston, W. Va.; J. B. Williams, Reno, Nevada; Jacob Wishman, Rochester, N. Y.

Salesmen to Meet at the Shore

THE fifteenth annual convention of the National Board of Tobacco Salesmen's Associations will be held at the Hotel Morton, Atlantic City, on Friday, Saturday and Sunday, May 8th, 9th and 10th. T. S. A. branches are located in Newark and Trenton, N. J., New York City, Philadelphia, Baltimore and Washington. Abe Brown, national president of the N. B. T. S. A., makes it known that the convention committee is planning a series of important sessions for the salesmen and a wide range of social activities for the womenfolk.

Members of the several tobacco salesmen's associations are urged to attend all sessions, while nonmembers are cordially invited. The convention committee has arranged for exceptionally low hotel rates as well as for exceptionally low railroad transportation. It is necessary that reservations be made through National Secretary Frank Sobel, 72 William Street, Newark, N. J.

Speaking of the aims of the association, Secretary Sobel said: "We exact the following promise from our

(Continued on page 15)

Gains Mark March Withdrawals

Only large cigarettes fail to share in climb of tobacco products; Class C cigars record 10.55 per cent increase

CONTINUED growth of the popularity of tobacco in all forms is reflected in the report of March withdrawals for consumption, which shows gains for all classes of tobacco products with the single exception of large cigarettes. The spread of the increases extends from 31.93 per cent. for little cigars (4,330,813) to 4.29 per cent. for snuff (136,506 pounds).

The March total for all classes of cigars was more than 397 million 412 thousand—a gain of 23 million 846 thousand, or 6.38 per cent.

The Class A total was 354 million 541 thousand—a gain of 20 million 956 thousand, or 6.28 per cent. The gain in United States Class A cigars was more than 22 million 438 thousand, or 7.19 per cent.

Cigars:	March, 1936	Increase or Decrease Quantity	Per Cent.
Class A—			
United States	334,364,670	+ 22,438,345	+ 7.19
Puerto Rico	3,165,140	— 830,105	— 20.78
Philippine Islands	17,011,220	— 652,125	— 3.69
Total	354,541,030	+ 20,956,115	+ 6.28
Class B—			
United States	4,752,257	— 37,150	— 0.78
Puerto Rico	8,400	— 105,550	— ....
Philippine Islands	4,703	— 21,880	— ....
Total	4,765,360	— 164,580	— 3.34
Class C—			
United States	35,127,818	+ 3,378,820	+ 10.64
Puerto Rico	32,900	— 8,100	— ....
Philippine Islands	17,026	— 14,500	— ....
Total	35,177,744	+ 3,356,220	+ 10.55
Class D—			
United States	2,684,556	— 283,224	— 9.54
Puerto Rico	.....	.....	....
Philippine Islands	5,620	+ 5,120	+ ....
Total	2,690,176	— 278,104	— 9.37
Class E—			
United States	237,751	— 23,841	— 9.11
Puerto Rico	.....	.....	....
Philippine Islands	200	+ 200	+ ....
Total	237,951	— 23,641	— 9.04
Total All Classes:			
United States	377,167,052	+ 25,472,950	+ 7.24
Puerto Rico	3,206,440	— 943,755	— 22.74
Philippine Islands	17,038,769	— 683,185	— 3.86
Grand Total	397,412,261	+ 23,846,010	+ 6.38
Little Cigars:			
United States	17,795,720	+ 4,380,813	+ 32.66
Puerto Rico	100,000	— 50,000	— 33.33
Philippine Islands	.....	.....	....
Total	17,895,720	+ 4,330,813	+ 31.93
Snuff (lbs.):			
All United States	3,319,160	+ 136,506	+ 4.29
Tobacco, Manufactured (lbs.):			
United States	26,996,069	+ 2,208,240	+ 8.91
Philippine Islands	.....	— 1	— ....
Total	26,996,069	+ 2,208,239	+ 8.91

The Class C total was more than 35 million 177 thousand—a gain of more than 3 million 356 thousand, or 10.55 per cent. The increase in United States Class C cigars alone was more than 3 million 378 thousand, or 10.64 per cent.

Gains for U. S. Class A and Class C combined totaled 25,817,165 cigars.

Cigarettes increased more than 993 million 435 thousand, or 9.74 per cent. Manufactured tobacco gained more than 2 million 208 thousand pounds, or 8.91 per cent.

Large cigarettes, the only classification out of step with the forward procession for the month, declined 10,380, or 4.43 per cent. The figures:

Cigarettes:	March, 1936	Increase or Decrease Quantity	Per Cent.
United States	11,193,046,810	+ 993,435,010	+ 9.74
Puerto Rico	400,200	+ 100,200	+ ....
Philippine Islands	63,930	— 84,520	— ....
Total	11,193,510,940	+ 993,450,690	+ 9.74
Large Cigarettes:			
United States	179,120	+ 14,620	+ 8.89
Puerto Rico	45,000	— 25,000	— ....
Philippine Islands	.....	.....	....
Total	224,120	— 10,380	— 4.43

Agricultural Adjustment and Tobacco Sales Taxes

Commodity	Collected Month of March 1936 (final)	Total from July 1, 1935 (Fis. Yr. 1936)	Total collected from dates taxes were levied to March 31, 1936
Tobacco (tax effective October 1, 1933)			
Processing taxes	$ 413.00	$13,156,759.49	$61,192,688.51
Import compensating taxes	5.36	55,552.36	447,240.95
Floor taxes	.69	13,810.09	2,400,119.97
Total, Tobacco	$ 419.05	$13,226,121.94	$64,040,049.43
Tobacco sale tax (applied to 1934 and 1935 crops)	$18,137.01	$1,214,761.29	$4,446,136.06

Internal Revenue Collections for March

Source of revenue	1936	1935
Cigars	$ 937,855.76	$ 877,722.29
Cigarettes	33,580,630.34	30,600,592.94
Snuff	597,448.72	572,877.78
Tobacco, chewing and smoking	4,859,325.13	4,461,992.23
Cigarette papers and tubes	70,446.34	79,909.94
Miscellaneous, relating to tobacco	627.10	188.86

U. S. Withdrawals for March

1921	561,343,699	1928	497,904,282
1922	529,162,381	1929	491,304,798
1923	547,514,691	1930	454,765,717
1924	515,895,112	1931	440,472,410
1925	504,303,979	1932	355,382,130
1926	564,224,856	1933	290,111,072
1927	528,697,564	1934	354,160,947

Tobacco Stages Steady Comeback

Analysis of monthly figures reveals gains for all tobacco products in 1st quarter; watch Class C climbing

EVERY single class of tobacco products registered a gain during the first quarter of 1936 compared to the corresponding period last year, it is revealed by THE TOBACCO WORLD's analysis of the figures released for each of the three months by the Tobacco Merchants' Association. The increases ranged from 12.5 per cent. for cigarettes (that gain being more than 3 billion 842 million) down to 1.8 per cent. for snuff (a gain of more than 178 thousand pounds).

Cigar withdrawals were boosted during the three months to a total of nearly one billion 119 million. This was nearly 52 million more than last year, a gain of 4.9 per cent.

To Class A, as usual, went the lion's share of the increase, its total of more than a billion 12½ million, representing a gain of more than 45 million 618 thousand, or 4.7 per cent United States Class A cigars, however, alone showed a gain of nearly 63 million 700 thousand, or 7.1 per cent., the losses in Puerto Rico and Philippine products bringing the average down for the class.

It was in Class C that the largest gain, relatively, was registered. United States Class C cigars reached a total of more than 88 million 321 thousand, a gain of nearly 7 million 100 thousand, or 8.7 per cent. Here also, losses in products from the possessions reduced the average. The three other classes registered declines. But large cigars gained a million 807 thousand, or 3.8 per cent.

Both U. S. and Puerto Rico line up in the plus column for cigarettes, the preponderant gain being of course in U. S. brands, although the 280,000 increase from P. R. represents no less than 46.7 per cent. Large cigarettes also showed gains from both U. S. and P. R., and in the total, amounting to 8.3 per cent.

Manufactured tobacco's gain was more than 3,351,000 pounds, or 4.5 per cent. The figures:

Cigars:	1st Quarter 1936	Increase or Decrease Quantity	Per Cent.
Class A—			
United States	964,318,080	+ 63,699,673	7.1
Puerto Rico	7,897,740	— 2,659,905	25.1
Philippine Islands	40,371,675	— 15,401,345	27.6
Total	1,012,587,495	+ 45,618,323	4.7
Class B—			
United States	10,698,753	— 413,137	3.7
Puerto Rico	108,900	— 117,900	51.1
Philippine Islands	49,953	— 98,023	66.2
Total	10,854,606	— 632,060	5.5
Class C—			
United States	88,321,160	+ 7,098,684	8.7
Puerto Rico	92,700	— 15,700	13.3
Philippine Islands	27,932	— 18,828	40.3
Total	88,441,792	+ 7,054,156	8.7
Class D—			
United States	6,453,831	— 7,753	0.1
Puerto Rico	.....	.....	....
Philippine Islands	5,830	+ 4,903	528.9
Total	6,459,661	— 2,850	0.04
Class E—			
United States	579,626	— 142,379	19.7
Puerto Rico	.....	.....	....
Philippine Islands	380	+ 230	153.3
Total	580,006	— 142,149	19.7
Total All Classes:			
United States	1,070,370,440	+ 70,234,080	7.0
Puerto Rico	8,099,340	— 2,823,505	25.9
Philippine Islands	40,452,770	— 15,516,063	27.7
Grand Total	1,118,922,550	+ 51,894,512	4.9
Little Cigars:			
United States	48,172,106	+ 1,784,599	3.8
Puerto Rico	572,400	+ 22,400	4.1
Philippine Islands	.....	.....	....
Total	48,744,506	+ 1,806,999	3.8

Cigarettes:	1st Quarter 1936	Increase or Decrease Quantity	Per Cent.
Cigarettes:			
United States	34,684,274,070	+3,841,931,073	12.5
Puerto Rico	880,200	+ 280,200	46.7
Philippine Islands	158,430	— 206,520	56.6
Total	34,685,312,700	+3,842,004,753	12.5
Large Cigarettes:			
United States	580,995	+ 44,653	8.2
Puerto Rico	76,000	+ 6,000	8.6
Philippine Islands	.....	— 100	....
Total	656,995	+ 50,553	8.3
Snuff (lbs.):			
All United States	9,856,775	+ 178,766	1.8
Tobacco, Manufactured (lbs):			
United States	77,867,158	+ 3,351,719	4.5
Philippine Islands	2	— 1	....
Total	77,867,160	+ 3,351,718	4.5

Sampling via Newspapers

SAMPLING of a unique character is being done successfully in the promotion of Garcia Grande cigars through New York newspapers. There is a coupon in the newspaper advertisements, for which the reader can get a Garcia Grande from a dealer without charge. The dealer, in turn, collects five cents for each cigar he passes out for a coupon, from the manufacturer, Garcia Grande Cigars, Inc. The dealer thus makes his regular profit from every cigar he exchanges for a coupon. It is reported that the campaign, handled by the Peck Advertising Agency, will be tested for several weeks in New York before expanding to a national basis.

"Today's Winners," track result announcements, which has been a feature of WMCA, New York, is now under the sponsorship of Webster-Eisenlohr, Inc.

"Call for Philip Morris"

Excerpts from a highly interesting feature article in Fortune Magazine and reprinted here by permission

REUBEN ELLIS used to say that he hoped the Philip Morris company would never become so large a manufacturer that it would lose its personal touch with the tobacco dealers. (There are some 600,000 of them in the U. S.) It was his boast that he could cash a check in any tobacco store in any city of more than 50,000 population. He placed a high value on the friendly relations with the trade which he and L. B. McKitterick had built up through thirty years of handshaking and which remain today one of Philip Morris's most distinguishing characteristics. They learned the friendly technique when they sold for the Trust, they turned it to account when they built up Melachrino, they perfected it at Tobacco Products, and they put it to its most brilliant use when they launched Philip Morris. Mr. Ellis dropped dead in 1933, but his theory of friendly salesmanship lives on, not only in Mr. McKitterick, who succeeded him in the presidency, but also in most of his eight vice presidents.

Of these eight, seven are former salesmen, six are currently sales managers, and five came to Philip Morris by way of Tobacco Products (or Tobacco Products Export Corp.).

First Vice President Otway H. Chalkley, who was born in Richmond, Virginia, is the only officer with a leaf-buying and manufacturing background, a distinction that creates for him a special welcome among the factory heads at Richmond when the vice presidents come down to look over the plant.

Vice President Martin J. Sheridan, in charge of advertising, came to Philip Morris by way of Continental, but it was his many years on the road (he owned and sold Barking Dog pipe tobacco—"Never Bites") rather than his knowledge of leaf and blends that recommended him to Mr. Schulte when Continental was formed.

Mr. Alfred E. Lyon, who serves as head sales manager from New York, perhaps exemplifies the qualities of all the remaining vice presidents. Extraordinarily affable, he is valued for his ability to win over jobbers, dealers, and night-club cigarette girls with equal success.

PHILIP MORRIS was offered to the trade at $6.85 a thousand (less 10 and 2 per cent.) and has yet to be offered at any other list price. At fifteen cents retail, that gives the jobber and the retailer a combined margin of $.0292 a package. (In practice the average jobber takes only $.004 of this margin, the retailer the rest.) It was Mr. McKitterick's firm intent to maintain this margin by refusing to sell to price-cutting outlets. To affirm this policy and attempt to gain nationwide distribution at the same time obviously demanded a large measure of selling finesse, and it was in steering this course that Mr. McKitterick found reason to be glad Mr. Ellis had surrounded himself with tobacco salesmen of the old school. Philip Morris has 5000 jobber customers; Mr. Ellis was good old Rube to practically every one of them, and Mr. McKitterick was (and is) good old Mac. The English Blend was placed tenderly in the hands of the jobbers with the highly personal understanding that it was Rube's and Mac's baby and that if they loved Rube and Mac they would not allow it to be sold for less than fifteen cents.

THE purpose of a hygroscopic agent is to attract and retain moisture in the tobacco. In most cigarettes the hygroscopic agent is glycerin. But Mr. McKitterick had heard tell of a certain complex organic chemical—like glycerin, one of the higher members of the family of alcohols—called diethylene glycol. And he had also heard that it had more hygroscopic power than the glycerin of which it is a distant relative. So far as he could learn, it had never been used in the manufacture of cigarettes. He presented the problem to the new chemist of his Richmond plant, Dr. Richard M. Cone, who told him that diethylene glycol was not only more hygroscopic than glycerin, but was otherwise superior to glycerin in that it was chemically incapable of giving off in combustion an irritant known as acrolein. Mr. McKitterick then asked Mr. Dinwiddie to make up a batch of cigarettes cased with diethylene glycol. The men at the factory pronounced them mild and palatable, and Mr. McKitterick began to use diethylene glycol instead of glycerin in the English Blend. He subsequently made the switch in all his other brands.

THE bellhop and the slogan "Call for Philip Morris" date back to a 1919 poster but disappeared in the twenties with the decline of the Oxford Blue and Cambridge brands. When the precipitate success of the new blend dictated the shift of Marlboro's radio time to Philip Morris in March, 1933, Milton Biow conceived the notion that a human voice, crying "Call for Philip Morris" through a microphone, would give the old slogan an immediacy that it never had in print. Kenneth Goode, who has been Philip Morris's advertising consultant since 1924, embodied the poster idea further in a real page boy in the original English uniform. Inquiring for the "best bellhop in New York City," the two advertising men were directed to the Hotel New Yorker. Here they found John Roventini, a dwarf.

John Roventini is now twenty-five years old, weighs fifty-four pounds, and is forty-three inches tall. He lives on Seventy-sixth Street in Brooklyn with his father and mother and sister and two brothers, all of whom are of normal height and all of whom John supports. He is also paying off the mortgage on his mother's house. When Messrs. Biow and Goode found him, he was making around $25 a week as a callboy and was known as a very good callboy not only because of his metallically sunny disposition but also because of the remarkable carrying power of his voice. When Messrs. Biow and Goode heard him give his interpretation of their slogan, they hired him for the program at once. His call, with no change whatever in timing, tone or modulation, has been heard on every Philip Morris broadcast since.

Cigar Progress Board Meets

Joseph Kolodny appointed administrator

THE first meeting of the Cigar Progress Board, consisting of representatives of the cigar manufacturers, wholesale distributors, and supply houses, was held at the Aldine Club, New York City, on April 16th. Inasmuch as this was the first official meeting, a great deal of time was naturally devoted to the formation of proper organization and consideration of plans of procedure. The group proceeded with the election of officers and the following were unanimously chosen:

Administrator of the Cigar Progress Board and ex-officio member of all committees—Joseph Kolodny; treasurer, George B. Scrambling; Finance Committee: Walter Popper, E. Popper & Co., New York City; Melville Regensburg, E. Regensburg & Sons, New York City; E. A. Kline, E. A. Kline Co., New York City.

Since the Cigar Advisory Committee will rotate its terms, the first group to serve for the quarter of April, May and June consists of: Harry Rothschild, Bayuk Cigars, Inc., Philadelphia, Pa.; T. E. Brooks, T. E. Brooks & Co., Red Lion, Pa.; Melville Regensburg, E. Regensburg & Sons, New York City.

The Wholesale Tobacconists' Advisory Committee —which will also rotate its terms—will be represented during the first quarter by George B. Scrambling, Allan Davis and Samuel Wasserman.

Among a number of pertinent subjects, the financial fund was given prolonged deliberation. It was the observation of all participants that reasonable contributions will be forthcoming from the entire industry including the supply houses.

Another subject of vital significance which received a great deal of consideration is the literary phase of the activities. A preliminary program has been approved which will be released within a short period of time.

At the close of the meeting, Jos. Kolodny said: "The cigar promotion plan is a project affecting the interests and prosperity of the entire industry. It is the first unified effort of all branches of the cigar trade set up for the purpose of aiding in the revival of the industry. To aid the Cigar Progress Board in this task, I am inviting all the elements in the industry—manufacturers, distributors, retailers, salesmen, supply houses, consumers, trade publication editors, factory employees, and all others—to please do the following:

"1—Volunteer constructive criticism. We want your opinions. We want your remarks and we want your suggestions.

"2—In conveying your opinion, you may either write us, phone us, wire us or else if you prefer to express your thoughts in person, phone this office for an appointment and it will be arranged for you."

GOOD salesmen in every line are again looking upon the high-grade cigar as an important asset in their selling. Smoking El Producto is an outward sign of success that is recognized wherever you go. Get the traveler's business with a line-up of El Producto.

10¢ SHAPES | 2 for 25¢ SHAPES | 15¢ SHAPES | 3 for 50¢ SHAPES

G. H. P. Cigar Co. Inc. Phila., Pa.

EL PRODUCTO Cigars
for real enjoyment

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

Issued 1929 | MAY 1, 1936 | Prepared twice a month

PHULOFAX
(The Retailer's Friend) SAYS

When, as a Salesman, you start out in the morning, do you scheme and study, propose and plan, determine to yourself and demand of yourself to corral so ny orders? As Abe Brown puts "I'll go home when I get 45 or- rs" or "I won't go home until I get orders."

Make a bet with yourself on your n ability and then WIN THE BET! ght, Abe?

—o—

Then, there's Charley Cox, the ung war horse, who says—"I won't lunch until I get 23 orders." From t reports, Charley hasn't starved ! It Can Be Done!

—o—

A. R. C. from the Middle West ers this sound philosophy or mpin—"There's a wide distinction tween the orders we take and the lers we SELL."

Yes sir, A. R. C., you said sumpin ou're either an O. T. or a S. S. d Phil'll place a little wager YOU not an O. T.!

—o—

R. M. C. writes in to inquire if any the ideas from the brainless brain Prof. H. E. Zanutt are for sale. on being interviewed, the Professor d—"My Patents Unapplied For are for sale. They are priceless and, a philanthropist, I give them to all fering mankind who can operate m."

—o—

"I ran across a dealer the other day o told me to favor him by putting of my posters on his window. at was wrong with that Dealer, il?" so asks B. O. D., and the swer is—"Nothing wrong with the aler *or* the poster."

—o—

Screen doors keep the flies out and ng the customers in . . . the one had last year, okay for this year? ybe a little paint job will tone it a bit.

—o—

Decoration Day will soon be here . limber up those selling talks on igars by the Box."

—o—

"I don't sell any of the popular ands of cigars . . . they cost too ch." Phil wonders if that "mer- ant" doesn't really mean that he esn't sell ANY cigars?

—o—

"Cigars ARE the most pleasurable d economical form of smoking"— o new converts to this platform terday! Howmanydidyouget?

Phil M. Phulofax D. B. I.

Associated with BAYUK CIGARS INC., Philadelphia — Makers of fine cigars since 1897.

GOOD SALES IDEAS ARE NEVER OLD

There's probably not a brand new selling idea under the sun. But there are a whale of a lot of old ones that have stood the test of time. Take one of these old-timers, give it a slightly new slant, and you've often got something better than you could think up in a month of rainy Sundays on a desert island.

A case in point. Joe Manley attached himself to the sales force of a certain cigar distributor just about the first of this year. "I've got an idea I'd like to try out," said Joe to Charlie Grant, the man whose route he was taking over. "Who's the first customer on the list and how many of our cigars does he sell?"

"Doc Willets," said Charlie, "and he does about 1500 a week."

"Could he sell 2000, do you suppose?"

"He could if he didn't have lead in his pants. He could sell 2000 or maybe 2500 if he'd only push 'em."

"I see," said Joe. "Well, when you introduce me don't tell him I'm taking over your route. Just tell him I'm doing a special job for the firm."

Introductions over, neither Charlie nor Joe said a word about an order. Joe went right into his dance. Said Joe: "Mr. Willets, the firm sent me here for just one purpose—and that is to help you sell more of our cigars. We figure we can raise your weekly sales to 2000, maybe 2500. I don't suppose you have any objections?"

Doc Willets laughed, "I don't care if you sell a million. But how are you going to do it?"

"Fine," said Joe briskly. "Let me set up this little three box display here on your case. And let me slap this poster on your window. If you don't sell *at least* 2000 of our cigars this week, I'll eat 'em."

Willets had already given his consent, albeit doubtfully. He couldn't, with good grace, withdraw his permission. Up went the display and the poster.

For the entire week Joe Manley and Charlie Grant put on their act with one after another of Charlie's customers. The route broke out in a perfect rash of posters and three box displays. When Joe covered the route the next week, he merely said: "Charlie Grant has a new route so I'm taking over this one. But I still feel my real job is helping you fellows sell more cigars."

The Sales Manager, who told us this story, says Joe isn't yet high man, but he's showing a bigger increase each month than any other salesman on the force. We don't doubt it.

BAYUK BRANDS BUILD BUSINESS

Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

THIS IS NOT A FISH STORY

Two fishermen! They fish the same stream. One catches minnows and the other snags whales. It must be the bait!

Two cigar dealers in the same street. Pretty much the same kind of stores. For the past few months A's cigar sales have shown a steady increase. B's sales remain about stationary. It must be the bait!

In the interests of science, the Bulletin sent around a nosey news sleuth, disguised as an ordinary customer, to see what kind of bait A was using.

"Gimme a Usmokem," grunts the news sleuth slapping down a quarter. The dealer passes out a box of Usmokems. "How about a five pack of Usmokems?" suggests the dealer. "O. K." grunts the news sleuth and walks out—plus a five pack and minus his quarter.

He drops in on dealer B. "Gimme a Usmokem," grunts the news sleuth slapping down a quarter. The dealer passes out a box of Usmokems. News sleuth takes one cigar and walks out — plus one cigar and *twenty cents change.*

"It must be the bait!" mutters the news sleuth to himself. You bet, it's the bait!

FATHER'S DAY IS ON THE WAY!

Before you know it, it will be Father's Day. It's the third Sunday in June, to be exact. But long before that, the haberdashers and the department stores will be blossoming out with "Give him this or that for Father's Day" signs. If you aren't real careful these forward-looking merchants will be taking in the dollars that *you* should be getting for Father's Day boxes of cigars.

Why not get the jump on 'em? Start thinking now about your Father's Day displays. Start figuring out a few bright little sales talks to spring on your customers. Lots of them have fathers, you know.

And even before Father's Day, there's Memorial Day—the first of the long week-ends, when progressive retailers make big killings in box sales. What are *you* going to do about Memorial Day?

TIGHT BINDING

LIGHT-PROOF, MOISTURE-PROOF REYNOLDS METAL WILL PROTECT, MODERNIZE, AND BEAUTIFY YOUR PACKAGE. WE HAVE AN INTERESTING AND PROFITABLE STORY FOR WIDE-AWAKE MANUFACTURERS. WRITE.

REYNOLDS METALS CO. INC.
19 RECTOR STREET
NEW YORK CITY

Modern Packaging and Display Service

ABS

The Utmost in Quality and Service

Cigar Labels and Bands (New and Discontinued), Cans, Cedar Linings and Section Boards, Glass Jars, Tissue Wraps, Gum Tragacanth, Bundle Straps, Boards, Knives, Cutters, Blades, Molds.

▼

Hundreds of designs of labels ready for immediate delivery

American Box Supply Co.
3000 EAST JEFFERSON AVE., DETROIT, MICH.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

HOW'S BUSINESS?

BUSINESS is getting better. Since the first of the year, *Printers' Ink* has been collecting the annual reports of leading advertisers. At the present time it has accumulated 300 of them. Included in this collection are representative manufacturers of all types of goods and commodities. It is interesting, says *Printers' Ink* in its April 2 issue, to look at the earnings figures of these corporations, for beside them, all the opinions, signs, hunches, speculations and hopes as to the state of business, which have so clouded the air these last few years, fade into insignificance.

An analysis of the profit-and-loss statements discloses that 298 of these advertisers reported 1934 net profits of $862,884,693, and deficits totaling $83,491,091, leaving a black-ink net of $779,393,602.

For 1935 the same concerns reported net profits of $1,176,420,874—an increase of $313,536,181—and deficits totaling $20,471,755—a decrease of $63,019,336.

Thus the over-all picture is this: A net improvement for the year of $376,555,517, or, translated into percentages, a 48.3 per cent. gain. How's business? The figures speak for themselves.

The following table lists the fourteen tobacco products companies included in the *Printers' Ink* tabulation:

Company	1934	1935
American Cigar Co.	$ 2,618,022	$ 2,614,964
American Tobacco Co.	24,084,280	24,282,643
Axton-Fisher Tobacco Co.	1,469,906	513,253
Bayuk Cigars, Inc.	941,298	1,022,544
Benson & Hedges	720	D 19,020
Congress Cigar Co.	17,406	185,951
Consolidated Cigar Corp.	778,217	553,142
General Cigar Co.	2,333,545	2,076,131
Liggett & Myers Tobacco Co.	20,086,691	16,856,543
P. Lorillard Co.	2,833,318	3,053,709
R. J. Reynolds Tobacco Co.	21,536,894	23,896,398
U. S. Tobacco Co.	3,411,116	3,593,640
Waitt & Bond, Inc.	D 96,734	22,891
Webster-Eisenlohr, Inc.	D 120,158	D 90,101
	$79,414,521	$78,562,688

"YOUR HIT PARADE"

FREDDIE RICH and his orchestra have been signed for the new series of "Your Hit Parade" programs, to be presented over ninety-one stations of the Columbia network each Saturday, beginning May 2. As previously announced, this program broadcasting the fifteen biggest song hits of each week will be sponsored by the American Tobacco Company.

PICK & PAT
in "PIPE SMOKING TIME"
with
DILL'S BEST YELLOW JACKETS
under the leadership of Bennie Krueger and the
FOUR MODEL SMOKERS,
the Landt Trio and White
COLUMBIA BROADCASTING SYSTEM
COAST-TO-COAST MONDAY NIGHTS
Tune in with the increasing sales of . . .

DILL'S BEST and MODEL TOBACCOS

STILL BLAMING IT ON EVE

WOMEN are doing pretty well for the tobacco business, writes R. M. Blankenbaker, in an article in April *Advertising & Selling*, advocating, among other things, that whiskey advertising should promote the thought that whiskey is a women's drink. The chief reason is that the tobacco business offers them cigarettes, and the invitation is a welcome one. They don't have to chew, smoke cigars, or suck snuff in order to enjoy the weed. Now the lady can have a light, clean, quick shot of nicotine, or whatever it is, that doesn't knock her head off or make her look or act ridiculous or offensive.

Furthermore, the fact that they have to hand cigarettes to the girl friend keeps many men smoking cigarettes who otherwse might turn to cigars. You can't give the gimme gal a cigar. She wants a cigarette and it seems silly to carry both. Result: smoking of cigarettes by women also increases smoking of cigarettes by the men.

(*Continued from page 7*)

initiates—'that I will not deceive, defraud or otherwise harm this association, its members or my employer—I will not use unfair methods in making sales—I will not speak ill of a brother salesman or condemn the merchandise he sells.'

"He is further told that the objects of this association are to promote the fraternal, social and commercial interests to the end that we may cultivate and preserve within our organization that mutual respect and brotherly feeling that will make for our greatest success.

"The N. B. T. S. A. sponsored the tobacco shows in the early 1920's and were the first to tie up Father's Day with the tobacco industry. It aided the R. T. D. A. and the N. A. T. D. in their early stages, morally and financially. It was successful in getting the motion picture industry to take the cigar out of the mouth of the gangster and to put it in that of the gentleman.

"We are sponsoring lowest rate blanket insurance for the entire industry.

"Our employment facilities are such, that no T. S. A. member is ever unattached for any length of time. To employers—manufacturers and jobbers—T. S. A. guarantees the honesty, integrity and sincerity of its members as salesmen."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America

Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851

ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotches
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

Quality 2 for 5¢ Cigars

BY P. LORILLARD COMPANY, INC.

Meeting the public's demand for quality cigars moderately priced

★

Our other Popular 2 for 5¢ Cigars

JAMES G. BLAINE · LA FRAOSA · SARONA

SCHLEGEL LITHOGRAPHING CORPORATION

BROADSIDES
BOOKLETS
LABELS

WINDOW DISPLAYS
DIRECT MAIL

SCHLEGEL BLDG.
374-380 Second Ave.
NEW YORK
Algonquin 4-9226-7

COUNTER DISPLAYS
CARTONS

CAR CARDS
POSTERS

AUTOKRAFT

CIGAR BOXES

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

NEW CUSTOMS, NEW PLANS

(*Continued from Page 6*)

distributors and retailers to put forth new efforts in every direction to stimulate and to take full advantage of the natural improvement that has taken place.

With a revived interest in merchandising cigars, from every individual in the business; new and practical fixtures for the proper care and display, and a real sincere co-operative effort on the part of all interested, this business can be made profitable for all of us.

As a member of the N. A. T. D. and the Cigar Progress Board, I am very much encouraged by the formation and adoption of ways and means for promoting cigar sales, under the leadership of Mr. Jos. Kolodny, secretary of N. A. T. D. This movement now has the sincere backing of all manufacturers and distributors and if all dealers, retailing cigars, combined with the two other elements in the efforts of this Cigar Progress Board Plan, I am sure that there is a much brighter day ahead for the business.

All details of this promotion plan is now in the process of being placed before every one, earning any part of their livelihood from the sale of cigars. I say again that it is my opinion that if the cigar promotion plan receives the support that it deserves, we will experience a very great improvement, financially as well as mentally in this business.

The plan is no miracle and will not accomplish all of the desired results over night, but, the plan is sound and if religiously followed out, will, in due time, restore our business to the profitable and respectful status that it deserves.

"THE CASE OF SPUDS"

THE Axton-Fisher Tobacco Company gave the cigarette industry the surprise—and perhaps the shock—of its life a few years ago by boldly and aggressively moving into an overcrowded market with Spuds, a mentholated cigarette. Relatively speaking, there was no market for mentholated cigarettes; and so Colonel Axton built one by means of a program of advertising and merchandising that was the talk of the country. So workmanlike and thorough was his building that mentholated cigarettes and Spuds were universally regarded as synonymous terms; Spuds meant mentholated cigarettes and vice versa; Spuds, to all intents and purposes, came very close to being a generic trade name and thereby had almost a priceless advantage over competitors.

It was only to be expected, therefore, that Spuds, the newcomer, would grow fast. It did grow fast—so very fast that it eventually ranked fifth in output, sales and profits. Meanwhile the advertising waxed stronger and better; the company kept vigorously hammering away further to extend its already great market—its own individual market, if you please. Then Colonel Axton became ill, and feeling that the hand of death was upon him, seemingly faltered in his aggressive policy; the old enthusiasm for more and better advertising grew steadily less.

Meanwhile Kools, another mentholated cigarette, invaded the Spud market. Kools came along very fast. Its manufacturers launched a brilliantly conceived and courageously executed advertising program. The program was complete, thorough and well rounded out—including, among other things, a premium plan.

—An Editorial from Printers' Ink.

O. O. McINTYRE

(The following paragraphs, touching on snuff and other tobacco products, are reprinted here by permission of the McNaught Syndicate.)

I SAW an unashamed snuff user in the foyer of the Biltmore the other evening. He was of the old school, a gold-headed cane dating him, and listening to an orchestral concert with a chattery Katharine Hepburn-looking companion. He carried his tortoise shell snuff box in a vest pocket and twice opened it showily for pinches which he carried with a seventeenth century laced cuff flourish to his nostrils. A bellboy said he was a regular visitor from New Orleans and everybody called him Colonel. A Charles Dana Gibson double with goatee and thick stock of hair.

So far as known, Lillian Russell was the first American feminine celebrity to smoke a cigar at private dinners. She never indulged in public. Cigar smoking today among women is no longer catalogued as curiosa. Cobina Wright, of the Social Register, often lights up a man-sized panatella and handles it with Joe Cannon deftness. One of the more serious women stars calms herself before curtain rise by puffing a fragrant Havana perfecto and there is a hoyden of the movies who burns up rat-tailed stogies when with friends she feels won't "peach." One of whom, ha, ha, told me.

. . .

Ted Woodyard, young publisher, an authority on snuff lore with a library shelf on the subject, tells me snuff using is far from a lost art in America. In 1934, for instance, more than forty million pounds were used and earnings totaled seven millions. The modern snuff users—two of the big names among orchestra leaders indulge—holds his pinch in his cheek. Only the old-timers actually snuff. Included in the list of illustrious snuffers through the years are Ben Jonson, Frederick the Great, Napoleon, Voltaire, Talleyrand, Swedenborg, Lafayette and Mary Lamb.

. . .

The thimble pipe for Milady—wasn't Irene Castle first with it?—made a fumbling bow several years ago, but quickly withdrew. Theatrical press agents worked overtime exploiting news pictures of chorines lighting up. Avenue tobacconists displayed various models in their windows and a literary lady who had just authored a risque book appeared here and there with one. But the idea was a mild flurry that died a-bornin'.

. . .

Many of the heaviest male cigar smokers are of the stage. Such as John Drew. Of the moderns, Frisco, with his "heaters," probably tops the list, lighting one upon awakening and puffing chain fashion until he snaps off the bed lamp at night. Joe Laurie, Jr., is a runnerup, seldom without one in full glow. Robert Woolsey is another, as is Bobby Clark. And, of course, there are George Jessel and Francis Albertanti, who puff the fastest, longest and fiercest made. One after another. Awk!

SPRUCE UP Your Cigar Box

Brighten it

Lighten it

Feature it

with SPRUCE LUMBER

Newest and Best

IT'S MODERN PACKAGING

UPTEGROVE LUMBER CO.

15 Washington St. Newark, N. J.

Cigar Box Lumber for 63 years

SPECIFY SPRUCE

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

155 John Street, N. Y. City — Industria 144, Havana, Cuba

HAVANA TOBACCO

ROTHSCHILD-SAMUELS-DUIGNAN, INC.

Harry S. Rothschild, President
Lee Samuels, Vice-President

Milton Samuels, Vice-President
Chas. W. Duignan, Sec. and Treas.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

RENEWAL REGISTRATIONS

LORD MACAULEY:—46,533. For cigars. Registered by Webster Eisenlohr, Inc., New York, N. Y., April 20, 1936. (Originally registered on January 31, 1889, by Weigner & Kander, New York, N. Y., and transferred August 17, 1912, to E. Kleiner & Co., New York, N. Y., predecessors of Webster Eisenlohr, Inc.)

CORNFLOWERS:—46,534. For cigars. Registered by Webster Eisenlohr, Inc., New York, N. Y., April 20, 1936. (Originally registered March 1, 1883, by Sutro & Newmark, New York, N. Y., predecessors of Webster Eisenlohr, Inc.)

EIGHTEEN CARAT:—46,537. For cigars, cigarettes, smoking and chewing tobacco. Registered by Webster Eisenlohr, Inc., New York, N. Y., April 20, 1936. (Originally registered February 10, 1880, March 1, 1883, and 1884, respectively, by Sutro & Newmark, New York, N. Y., predecessors of Webster Eisenlohr, Inc.)

FARRAGUT:—46,538. For cigars. Registered by Webster Eisenlohr, Inc., New York, N. Y., April 20, 1936. (Originally registered August 8, 1905, and September 12, 1905, respectively, by Y. Pendas & Alvarez, New York, N. Y., who had transferred this trade-mark to the Webster Cigar Co., New York, N. Y., subsidiary of Webster Eisenlohr, Inc.)

LA MIA:—46,539. For cigars, cigarettes, smoking and chewing tobacco. Registered by Webster Eisenlohr, Inc., New York, N. Y., April 23, 1936. (Originally registered September 10, 1901, August 29, 1905, and September 19, 1905, respectively, by Y. Pendas & Alvarez, New York, N. Y., who had transferred this trade-mark to the Webster Cigar Co., New York, N. Y., subsidiary of Webster Eisenlohr, Inc.)

TRANSFERRED REGISTRATIONS

PERSONALITY:—16,376 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered October 6, 1908, by American Litho. Co., New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., who had taken over the cigar label department of the original registrant, to Schwab, Davis & Co., Inc., New York, N. Y., April 20, 1936.

VIRGINIA LEE:—24,595 (Tobacco Leaf), and **27,770** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 16, 1903, by American Litho. Co., New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., who had taken over the cigar label department of the original registrant, to Schwab, Davis & Co., Inc., New York, N. Y., April 20, 1936.

OBSERVA:—19,773 (U. S. Patent Office). For cigars. Registered December 12, 1916, by A. Garten & Sons, New York, N. Y. Through mesne transfers acquired by the Standard Paper Box Co., Los Angeles, Cal., and re-transferred to the Consolidated Litho. Corp., Brooklyn, N. Y., March 6, 1936.

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1873

NIC. ALTHAUS CO

657-641 EAST 17 ST. NEW YORK.

THREE POPULAR LEADERS
By P. Lorillard Co., Inc.

OLD GOLD
America's Smoothest Cigarette

UNION LEADER
Smoking Tobacco
The Great American Smoke

BEECH-NUT
Chewing Tobacco
Quality Made It Famous

10¢ & 15¢ 10¢ TINS

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
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HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CLIFFORD N. DAWSON, Buffalo, N. Y. ..... Executive Vice-President
JAMES C. THOMPSON, Chicago, Ill. ..... Treasurer

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D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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ALBERT FREEMAN, 25 West Broadway, New York City ..... Treasurer

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MORRIS LEVITONE ..... President
SAMUEL MAGID, 2001 N. Mervine St., Philadelphia, Pa. ..... Secretary

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1881

In This Issue

CIGAR PROMOTION PLAN NOW AT WORK
By Joseph Kolodny

RETAILERS' CONVENTION ASSURED SUCCESS

INDUSTRY CONTINUED BIG GAINS IN APRIL

THE TALK OF THE TRADE

For Digestion's sake... SMOKE CAMELS

IN THE BROWN DERBY, of Hollywood, Camels are an outstanding favorite. As Mr. Robert H. Cobb, the man behind The Brown Derby's success and host to the glittering stars of Hollywood, remarks: "Camels are the choice of a great majority of our patrons."

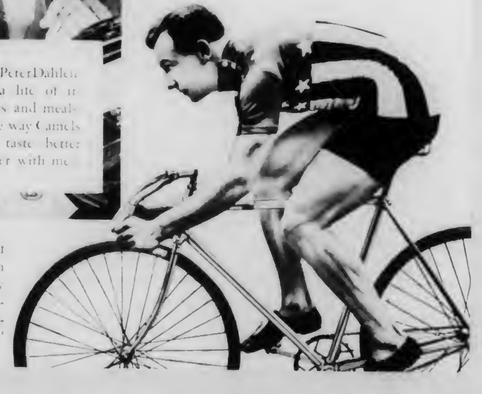
Smoking Camels stimulates the flow of digestive fluids... increases alkalinity

Hurry and mental strain reduce the flow of digestive fluids. Smoking Camels increases the flow of digestive fluids... alkaline digestive fluids... so vital to the *enjoyment* of food and to *good digestion.*

Enjoy Camels — for their cheering "lift"... for their aid to digestion. Camels set you right! And never jangle your nerves or tire your taste.

UNDER THE BIG TOP. Miss Dorothy Herbert says: "I smoke all I want—eat anything I care for. Camels make food taste better and digest easier."

REPORTER, Peter Dahlen says: "It's a life of irregular hours and meals. It's swell the way Camels make food taste better and set better with me."



SPRINT CHAMPION of the U. S., Willie Honeman *(right)*, says: "I relish my food, smoke Camels. Smoking Camels helps my digestion to proceed smoothly."

Copyright, 1936, R. J. Reynolds Tob. Co., Winston-Salem, N. C.

Camels are made from finer, MORE EXPENSIVE TOBACCOS ...Turkish and Domestic...than any other popular brand.

COSTLIER TOBACCOS!

HOBART B. HANKINS—*Editor* *Associate Editor*—JOHN CLEARY

THE TOBACCO WORLD

Vol. 56 JUNE 1936 No. 9

THE dynamic Joe Kolodny, Administrator of the CIGAR PROGRESS BOARD, came into Philadelphia on a recent Friday night, and told an enthusiastic gathering of members of the cigar industry just what he thought could be done to put that product where it belongs, in both sales and prestige. The CIGAR PROGRESS BOARD is prepared to furnish the tools with which to carry on the project. But it needs in addition those very necessary workmen to use the tools to the utmost advantage.

There does not appear to be any good reason why every cigar salesman, retailer, distributor or manufacturer should not contribute his utmost to this MARCH OF PROGRESS FOR CIGARS.

Co-ordinated effort, when fully carried out, is certain of satisfactory results. But co-operation is fundamental, and it must not be momentary. This work must be carried on forever and a day.

There is a "pot of gold at the end of the rainbow" for every member of the cigar industry who will earnestly undertake to complete the rather simple task which Joe Kolodny has so ably outlined in speech and by letter in these many weeks past. The entire industry, the length and breadth of the Nation, have read or heard his inspiring messages.

The smallest tribute that could be paid to Mr. Kolodny for his wholehearted and sincere interest in this splendid endeavor to promote the sale of cigars, should be to support the program of the CIGAR PROGRESS BOARD without question or argument.

And if every member of the industry will join in this effort, theirs will be the untold satisfaction.

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IT HAS been a pleasure to note that the progressive improvement of this publication has not gone unnoticed by its readers and advertisers and the trade papers in the advertising field. We have had to blush at some of the nice things said about our efforts. Quite the most gracious and most unexpected praise given to us was contained in the following lines:

"Along tobacco road,
And we refer to that group
Of old-time tobacco trade papers—
We note a remarkable change
Which has taken place, with one,
Tobacco World.
Forsaking all others,
Tobacco World has changed
Its paper stock, format
And general editorial appearance.
Advertisers should like it."

Those lines appeared in the May issue of the Poor Richard Almanac, official organ of the Poor Richard Club, Philadelphia, on the "Stalking the Ads" page, conducted by the able Frank P. Tighe. Thanks for the plug, Frank!

FOR more than twenty years we have had one quotation posted on our various desks. In fact at one time we had it pasted on the office door, as a friendly guide for those who insisted upon being fifteen to thirty minutes late even though we changed the daily opening of the office from 8.30 A. M. to 9 A. M. (And it was also posted as a reminder to those who made definite appointments at the office and who came an hour or two late, and sometimes did not show up at all.)

The quotation reads, "Punctuality is the politeness of Kings."

What we can't understand is why when a meeting is set for 2.30 P. M. or 8.30 P. M., the interested parties who have every good intention of attending the gathering, find it difficult to arrive on time.

For a number of years we faced this problem, as does every association secretary. And we finally found a way to meet the issue, and successfully.

We offered four prizes for punctuality at each meeting. If it was for 10.30 A. M. each member entering the room prior to that time signed a card or slip. At 10.30 A. M. (for example) all the signed cards or slips were deposited in a box, and some member present was appointed to draw four cards or slips from the box. The prizes ranged from cocktail shakers and clocks on down the line. The investment was probably about $25 for the total of the prizes but you can bet your hat that after the first session, every man was not only on time—but ahead of time!

This may seem an expensive way to get prompt attendance, but it paid big dividends in the long run—"believe it or not"! Our registration fee fully took care of the prizes, and it assured those faithful officers who were on time, of a complete gathering.

We usually ran about five sessions in a three-day convention and many of the members would skip about two of the five, but believe you me, after the first trial the attendance prizes proved to be the most effective method we have ever seen to get men to convention meetings ON TIME!

For instance, in the 10.30 A. M. morning session, no slips or cards were issued after that time.

The prizes drawn however, were awarded only if the holder was in the room at the time the drawing took place.

AND THE DRAWING DIDN'T TAKE PLACE UNTIL THE SESSION WAS READY TO ADJOURN!

And after the sound of the gavel at 10.30 A. M., or whatever the hour might have been, no more tickets were issued.

The fact that you couldn't receive a ticket after the announced hour of the opening of the meeting, and the further restriction that you must be in the room when your number was drawn (which was not until the close of the session), brought unbelievable results. Each session's prizes were displayed on the speakers' table

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

at the beginning of each gathering and it held the attendance until the session was over.

From the standpoint of holding attendance through long but none the less important sessions, we have never seen anything to equal the attendance, the attention given the speakers, and the most important fact that every member stayed to the end to see who won the drawings.

And the result was that we could count on almost a one hundred per cent. attendance at every session.

And there isn't much use in going to a thoroughly set up convention unless you are going to attend the meetings.

▲

HOW a cigar smoker can get his year's smoking enjoyment for nothing—in fact, make $1.75 on the deal—is told as an example of "frenzied finance" by the editor of the *Bayuk Bulletin*, with the suggestion that the retailer reader pass it along to his thrifty customer.

The customer borrows $2.25 from his wife and buys a box of fifty 5-cent cigars. Each time he takes out a cigar he drops 5 cents in the box. By the time he smokes the last cigar he has placed $2.50 in the box.

Out of this $2.50 he takes $2.25 and buys another box of cigars. Now he is 25 cents ahead of the game, has $2.50 of his own money invested and still owes his wife $2.25. Let us assume each box lasts two weeks. At the end of fifty-two weeks he has saved $6.50 and will have smoked 1300 cigars. Now, out of the $6.50 he has saved, he returns $2.25 to his wife, turns back his own investment of $2.50 to himself, and still has a clear profit of $1.75. And the 1300 cigars he has smoked will not have cost him one cent.

MORAL: *Sell Cigars by the Box.*

▲

A GUARANTEE that the French tobacco monopoly during the 1936 season will increase its purchases of American tobaccos by 10 per cent. over its 1935 takings is a feature of the reciprocal trade agreement signed with that country May 6, it was disclosed when details of the pact were made public by the State Department May 13.

Under a protocol to the agreement, France guarantees that purchases of American leaf in the United States during the course of the season will not be less than $3,200,000 in value and not less than 20,500,000 pounds in weight.

However, it was explained by the department, "since under French law the French government was not able to give a guarantee for subsequent years, the agreement will be subject to modification if a similar guarantee cannot be given.

"This guarantee," it was pointed out, "not only represents a check in the declining trend of French purchases during recent years, but an actual increase of 10 per cent. over the 1935 purchases."

In return for the promise of larger tobacco purchases, the United States grants France concessions on cigarette paper and briarwood pipes, reducing the duty on the former from 60 to 45 per cent. ad valorem and on the latter, where valued at less than $1.20 per dozen, a reduction of duty from five cents each and 60 per cent. ad valorem to 2½ cents each and 40 per cent. is provided.

Imports of cigarette paper from France last year amounted to $3,982,381, and, the department explained, "although there is a considerable production of cigarette paper in the United States, imports have always furnished the major part of the consumption of cigarette paper. This is possibly due in part to financial connections between the large users in this country and French mills. Even with the reduced duty, prices of the imported paper are expected to be higher than those of the domestic product."

▲

RECOMMENDATIONS for the imposition of new processing taxes on tobacco are based upon the failure of cigarette manufacturers to reduce their prices when the former taxes were declared invalid, it was revealed by Secretary of Agriculture Henry A. Wallace May 12th in a letter to Chairman Harrison of the Senate Finance Committee.

An excise rate equal to approximately one-half of the old processing tax rate is suggested for cigarettes, and in his letter the Secretary charged that "neither wholesale nor retail prices of the leading brands of cigarettes have been reduced since processing taxes were eliminated, and even with a tax at this rate, the profits of the leading manufacturers of cigarettes would average between 10 and 12 per cent. of the stated capital and surplus. In the case of cigarettes, the tax at the rate suggested would equal approximately one per cent. of the retail price.

"As a whole," the Secretary contended, "the processing taxes on agricultural commodities suggested would constitute only a very slight burden on consumers, since the total of these taxes if passed on to consumers would represent a very small percentage of the retail prices at which these products sell. In addition, since the proposed rates are far below the level of the rates previously in effect under the Agricultural Adjustment Act, it is not believed that collection of these taxes would cause any appreciable hardship or burden."

▲

PAYMENTS now are being completed to signers of 1934 cigar tobacco adjustment contracts, and arrangements to make remaining payments to signers of 1935 contracts have been virtually concluded, it was announced by the Agricultural Adjustment Administration May 12th.

The payments, it was explained, had been held up by lack of funds following the Supreme Court decision of January 6th. Congress later made a special appropriation which included funds to meet commitments and obligations incurred prior to that date under the terms of the cigar tobacco contracts.

The delayed payments for the two years will total about $2,000,000, it was said, and will go chiefly to farmers in New York, Pennsylvania, Ohio, Wisconsin and New England.

Cigar Promotion Plan Now at Work

By Joseph Kolodny

Administrator, Cigar Progress Board

THE Cigar Progress Board is now in the process of administering the Cigar Promotion Plan. The number and calibre of manufacturers who thus far have volunteered subscriptions to this first united industrial project is of sufficient weight and significance to assure a successful regime for this agency. Definite assurances of support and co-operation have also been volunteered by drug and cigar store organizations throughout the country.

The first general meeting consisting of manufacturers, jobbers, retailers and salesmen took place in New York on May 5, 1936, at the Hotel Pennsylvania.

The second meeting was held at the Adelphia Hotel, Philadelphia, Friday, May 22d.

Joseph Kolodny

The third meeting which will consist of all New England manufacturers, jobbers, salesmen, retailers, will take place at the Hotel Statler, Boston, Mass., on June 6th, at 3 o'clock.

The enthusiasm displayed at the first two meetings certainly was a source of great delight to all those who are actively engaged in carrying out this nation-wide project.

Let me address myself to the manufacturers, the sales managers, and cigar salesmen, in turn. First, the manufacturers:

We have sent you a quantity of the first window posters, entitled "The Friendly Gesture—HAVE A CIGAR." Please instruct each and every one of your salesmen to put up not less than three of these posters on prominently located retail store windows. We are supplying special "Smoke Cigars" stickers to affix the posters to the windows. At intervals of ten days you will receive a quantity of new and different posters, and with each new poster there will be sent a supply of consumer leaflets, designed to create new cigar smokers. A supply of these should be left on the dealer's counter by the salesmen. (Not more than ten leaflets to a store.)

In sending you this material (for which there is no charge) we have estimated roughly that it will be sufficient for your needs. If you desire additional copies—please advise us!

We are placing a special stress and emphasis on Father's Day. Although the Cigar Progress Board has been organized now only a few weeks, we have completed careful preparations to give the utmost publicity to Father's Day, as a means of promoting the sale and consumption of cigars. If we can be of any assistance in devising special Father's Day wrappers or other advertising material for your particular brand or brands, please call on us.

The Father's Day poster will feature the slogan: "*He'll* Remember—*You* Remembered." "Father's Day, June 21st. GIVE HIM CIGARS." We urge that, if possible, YOU TIE IN THIS SLOGAN WITH ANY ADVERTISING YOU MAY DO ON YOUR OWN BRAND OR BRANDS IN CONNECTION WITH FATHER'S DAY.

Another special request: Your salesmen, if your brands are distributed by the jobbing trade, are constantly in contact with jobber salesmen. We urge you to instruct your own men to encourage the jobber's salesman to do his part. The factory salesman, while doing his missionary work, can set a splendid example to the jobber's salesforce.

Important: Included in the mailing with the posters are copies of the first issue of "THE CIGAR SALESMAN," which will be issued monthly for the purpose of keeping all salesmen posted and "pepped up" on the progress of our campaign. If you require any additional copies, kindly advise us and they will be sent to you promptly.

And now, let me speak to the sales manager:

What can you do?

A—As a manufacturer's salesmanager, you wield great influence with your distributors. Naturally so! Please—whenever the occasion presents itself—impress on your distributor and his salesmen the importance of rendering the Cigar Progress Board every measure of co-operation. Frankly, what we ask of each and every salesman is so little that we doubt if any will decline to support us.

B—Pledge your salesmen to approach two prospective cigar smokers each day and induce them to smoke a good cigar (two prospects—one minute each). We are now preparing a sales manual for distribution among the salesmen. This will enable the man in the field to overcome many obstacles and difficulties.

C—Ask your salesmen to post not less than three cigar posters each on prominent retailers' windows every ten days; also let them prevail upon their jobbers' salesmen—when they accompany them on their routes—to do the same.

D—You and your salesmen will be furnished with a number of consumer's leaflets. Have your men dis-

tribute these (not more than ten to a retailer) among those of the retailers who are sufficiently interested to hand these folders to prospective cigar smokers.

E—Impress your men with the importance of using—judiciously and carefully—each piece of literature because this entire program must be conducted along modest lines and every dollar must be stretched to the utmost.

F—Within about three weeks, we will engage in a national program to clean up and modernize cigar cases. Suitable and appropriate literature for that purpose will be released at that time.

Finally, I should like to talk to you cigar salesmen of the country as one of your number:

I contend that if you or I obtain our livelihood from the sale of a certain product, we are morally obligated to do our best to promote and increase the consumption of that product. If we sell candy, we must contribute our best efforts to enhance the prosperity of the candy business; if we sell men's clothing, we should be intensely interested in the success of the clothing business. If we are fortunate enough to be identified with any branch of the cigar industry, we should be passionately devoted to it.

Now, fellow salesmen, let us face facts. Many years ago the cigar industry started into a tail-spin and hasn't come out of it yet. The sale of cigars retailing at more than five cents has declined alarmingly. The sale of cheaper cigars, while greatly increased, has not offset the loss of the higher-priced brands. Now please, let us not misconstrue this statement. As salesmen of cigars, we are interested in all cigars, irrespective of class, price, size or blend. If we can build up a larger consumption of cigars generally, there will be a proportionate increase in the sale of cigars of all classes and prices.

If manufacturers, jobbers, salesmen and retailers sell fewer cigars, your and my earnings decline. As our income declines, our standard of living declines. As our standard of living declines, life becomes less happy.

If an industry prospers, everyone directly and indirectly connected with that industry prospers. If the industry disintegrates, everyone identified with it "takes a licking."

This is the first time in the history of the cigar business that a concerted effort by wholesalers, manufacturers and supply houses has been launched to revive and increase cigar consumption. Of course, there is more than one way to carry out such a program. If you have lots of money, you may engage a national radio hook-up, take full page ads in the national magazines and in the newspapers and try to sell the public an idea. That would require a stupendous amount of money, and what is the use of talking about a Rolls-Royce or a Lincoln when you have only enough money to buy a Ford or Chevrolet. Yet Fords and Chevrolets are sturdy cars. They get you where you want to go and will help you do your day's work better than a Rolls-Royce or Lincoln. Can you imagine how you would appear if you drove up to a little cigar store in a 12-cylinder Lincoln? It just wouldn't work.

We have to carry out our cigar promotion plan in accordance with the present condition of our pocketbook.

Our plan provides, fellow salesmen, that you and I, your employer and my employer, do something every day which will tend to increase cigar consumption. If all of us—and there are nearly 35,000 of us—will do a little each day collectively and cumulatively, we will accomplish a great deal. What we are called upon to do is very, very little. What is it? Spend a few minutes each day to "talk up" cigars to two potential consumers. That certainly is not an imposition. Put up three window posters a day on the fifth, fifteenth and twenty-fifth of each month. Only nine posters a month! Certainly not an imposition. Occasionally you will be asked do a few other things, none of which will be burdensome or unreasonable.

I am extending to you a standing invitation to write me any suggestions or any ideas that you may have which will help increase cigar sales. If it is inconvenient to write me directly, tell it to your sales-manager or employer. I am sure either of them will be glad to do it.

Philadelphia Pledges Co-operation

FOR the first time within the memory of those engaged in any phase of the business in Philadelphia, men from all branches of the tobacco industry—manufacturing, wholesaling and retailing—gathered at the Hotel Adelphia, on Friday night, May 22, to greet Joseph Kolodny, administrator of the Cigar Progress Board, to listen to his exposition of the present status of cigar merchandising and the detailed plans of the program which has been formulated to improve those conditions, and, finally, to pledge their co-operation in carrying out the program.

Paul Brogan, president of Yahn and McDonnell Cigars and a Philadelphia distributor representative on the Cigar Progress Board, who acted as chairman of the meeting, said that many more men will undoubtedly be smoking cigars in the very near future as a result of the three-year drive to create new cigar smokers and to make America more cigar-conscious.

"Since the first of the year there has been a continuous upward trend in the sale of cigars," he said. "Government figures show there has been an increase of 7.04 per cent. over the early months of 1935. It is apparent that many smokers who were pinched in the pocketbook during the depression are feeling more prosperous again and are swinging back to their favorite brands of cigars. It is also noticeable that the higher grades of cigars are coming into bigger demand."

Nelson Eberbach, president of the Philadelphia branch of the National Association of Tobacco Distributors, contributed a scholarly talk on merchandis-

(Continued on Page 18)

Retailers' Convention Assured Success

"THE fourth annual convention of the Retail Tobacco Dealers of America, which is to be held at the Hotel Pennsylvania, New York City, June 11, 12, 13, is already an assured financial success," William A. Hollingsworth, president of the association, announced today.

"Many of the largest manufacturers in the tobacco industry as well as a large number of smaller manufacturers and jobbers already have subscribed for space in both the Model Store and the Tobacco Retailers' Almanac. The store is being built right on the convention floor and should prove an inspiration to retailers, both from the viewpoint of store set-up and merchandising. It is departmentalized, so that it will feature to best advantage the varied lines of merchandise now carried by tobacco retailers everywhere.

"Among the first from whom signed contracts have already been received are: Liggett & Myers Tobacco Co., Inc., R. J. Reynolds Tobacco Co., General Cigar Co., Inc., P. Lorillard Co., Inc., Coca-Cola Co., Axton-Fisher Tobacco Co., Bayuk Cigars, Inc., Larus & Brother Co., Inc., U. S. Tobacco Co., Webster-Eisenlohr, Inc., The American Tobacco Co., Leonidas Arango y Ca., Beech-Nut Packing Co., Harry Blum's Natural Bloom, Inc., Brown & Williamson Tobacco Corp., M. Bustillo & Co., Henry Clay & Bock & Co., Ltd., Corral, Wodiska y Ca., Cuesta Rey & Co., De Nobili Cigar Co., Garcia Grande Cigars, Garcia & Vega, Gardner & Co., Gradiaz, Annis Co., Harlich Mfg. Co., A. Oppenheimer & Co., Cambridge Tobacco Co., Havana Tobacco Mfg. Co., Health Cigar Co., Inc., Kaufmann Bros. & Bondy, Inc., D. Emil Klein Co., Inc., E. A. Kline & Co., M. F. Minden Co., Inc., Philip Morris & Co., Ltd., Inc., National Window Trimming Co., Marcelino Perez & Co., E. Popper & Co., Inc., Preferred Havana Tobacco Co., Salvador Rodriguez, Inc., A. Santaella & Co., Max Schwarz, A. Siegel & Sons., Inc., Stephano Brothers, Tobacco Merchants Association of the U. S., Villazon & Co., Willson Products, Inc., York County Cigar Manufacturers' Association, Retail Tobacco Dealers of Erie, Pa., Metropolitan Tobacco Co.

"Arrangements are being made with additional firms from whom signed contracts are being received daily."

Grover A. Whalen and Major George L. Berry, co-ordinator for industrial co-operation, will be the principal speakers at the distributive trades luncheon which will be held June 12th, in conjunction with the association's convention.

Mr. Whalen, long a champion of retail enterprise and now president of the New York World's Fair, will speak on the subject, "The Small Retailers Must Live." Major Berry has not announced his subject, but it is probable that he will discuss the relation of small enterprise to industrial recovery.

"It is to be hoped," said William A. Hollingsworth, president of R. T. D. A., "that this distributive trades luncheon will give impetus to the movement already under way in the city and State of New York to consolidate the common interests of retailers, in all divisions of the trade, in order that we may be able to present a united front.

"Retailers are perhaps the last group in this country to organize, lagging far behind manufacturers, wholesalers, railroads, labor and agriculture, in this regard. I am confident, however, that they will make up for lost time by developing one of the most powerful, intelligent, and far-seeing groups yet organized in the United States and that they will make many sound contributions to the public welfare."

Mr. Hollingsworth reported that plans for the convention were progressing and that present indications pointed to the largest and most important gathering the tobacco industry has yet seen. Final designs for the Model Store have been approved and the fixtures are now being constructed. The store probably will be ready for occupancy by June 8th. It will be located in the Hotel Pennsylvania's lobby, off the grand ballroom, where most of the other functions of the convention will be held.

Complete co-operation with the association in making its fourth annual convention the greatest event the tobacco industry has known was promised by the convention's New York Welcome Committee, and by the heads of other tobacco organizations at a dinner given by President Hollingsworth in the Hotel Pennsylvania, March 20th.

It was indicated that more than 1000 persons representing all branches of the trade, would attend the annual banquet and dance, which will be held in conjunction with the convention on June 13th.

"Retailers' Convention this year will no doubt be the largest get-together party ever known to the tobacco industry," Mr. Hollingsworth said. Both the social and educational features of the program will be worthy of full time attendance. If a retailer misses any part of the program he will suffer a loss, as many ideas will be put forth for the betterment of his condition.

"The retailer, as you know, can stand more of inspiration. He has been hard hit, but he is really beginning to awaken to the possibilities of improving his business through the development of fair trade practices and through a better understanding of modern merchandising, and he is also beginning to understand the value of a powerful trade association working in his interest. I am glad to say that we as an association have made excellent progress during the last year. At the same time, I keenly appreciate the necessity for dynamic co-operation on the part of the other branches of the industry. We look to the salesmen, to the jobbers, and the manufacturers as big brothers. We know that they can render us invaluable service, just as we can help them."

Mr. Hollingsworth outlined a complete program of the convention which includes cocktail party and buffet supper, Thursday evening, June 11th,; carnival night, Friday evening, June 12th, and the banquet and dance Saturday evening, June 13th. In addition, there will be a distributive's trade luncheon under the sponsorship of R. T. D. A.—first of its kind ever held in America—admittance to which is by invitation only. About 1000 members of the tobacco industry will attend this luncheon in addition to 200 or 300 outstanding representatives of other branches of distributive trades.

April Boosts Withdrawals

Class C Shows Largest Relative Gain Among Cigars with Percentage of 30.86; Cigarettes Show Another Increase

APRIL registered a new gain in the withdrawals of all forms of tobacco products, with the single exception of large cigarettes. The spread of the percentages of increase ranged from 30.86 per cent. for Class C cigars to 0.69 per cent. for snuff.

The April total for all classes of cigars was more than 429 million 73 thousand—a gain of more than 36 million 440 thousand, or 9.28 per cent.

The Class A total was more than 379 million 617 thousand, a gain of more than 27 million 780 thousand, or 7.9 per cent. The gain in United States Class A cigars alone was more than 29 million 119 thousand, or 8.74 per cent.

Class B cigars showed a loss, the only classification of cigars in the minus column. The decline was more than 1 million 737 thousand, or 26.64 per cent.

The Class C total was more than 41 million 424 thousand—a gain of nearly 10 million, or 30.86 per cent.

The gains for Class D and Class E respectively were 592,492 (24.53 per cent.) and 36,150 (17.88 per cent.).

Little cigars totaled more than 15 million 423 thousand—a gain of nearly 3 million 200 thousand, or 26.16 per cent.

Cigarettes piled up a total of more than 11 billion 869 million, which was a gain of more than 1 billion 171 million, or 10.95 per cent.

The loss in large cigarettes was less than 130 thousand, or 46 per cent.

Snuff gained 23,384 pounds, or 0.69 per cent., and manufactured tobacco gained more than a million and a half pounds, or 6.54 per cent.

	April, 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	362,326,885	+	29,119,845	8.74
Puerto Rico	2,133,355	—	2,119,245	49.83
Philippine Islands	15,156,970	+	779,780	5.42
Total	379,617,210	+	27,780,380	7.90
Class B—				
United States	4,667,593	—	1,555,417	24.99
Puerto Rico	109,650	—	145,150	56.97
Philippine Islands	8,400	—	37,070	....
Total	4,785,643	—	1,737,637	26.64
Class C—				
United States	41,371,680	+	9,746,278	30.82
Puerto Rico	37,750	+	17,700	....
Philippine Islands	14,852	+	5,402	....
Total	41,424,282	+	9,769,380	30.86
Class D—				
United States	3,001,048	+	585,992	24.26
Puerto Rico	.....		.....	....
Philippine Islands	6,500	+	6,500	....
Total	3,007,548	+	592,492	24.53
Class E—				
United States	238,376	+	36,150	17.88
Puerto Rico	.....		.....	....
Philippine Islands	.....		.....	....
Total	238,376	+	36,150	17.88
Total All Classes:				
United States	411,605,582	+	37,932,848	10.15
Puerto Rico	2,280,755	—	2,246,695	49.62
Philippine Islands	15,186,722	+	754,612	5.23
Grand Total	429,073,059	+	36,440,765	9.28
Little Cigars:				
United States	15,323,520	+	3,247,000	26.90
Puerto Rico	100,000	—	50,000	33.33
Philippine Islands	.....		.....	....
Total	15,423,520	+	3,197,800	26.16

	April, 1936		Increase or Decrease Quantity	Per Cent.
Cigarettes:				
United States	11,868,891,200	+	1,172,109,080	10.96
Puerto Rico	270,000	+	48,000	....
Philippine Islands	68,850	—	325,100	....
Total	11,869,230,050	+	1,171,831,980	10.95
Large Cigarettes:				
United States	132,054	—	118,746	47.35
Puerto Rico	20,000	—	10,000	33.33
Philippine Islands	.....	—	800	....
Total	152,054	—	129,546	46.00
Snuff (lbs.):				
All United States	3,371,486	—	23,384	0.69
Tobacco Manufactured (lbs.):				
United States	25,882,084	+	1,587,600	6.53
Philippine Islands	.....		.....	....
Total	25,882,084	+	1,587,600	6.53

Internal Revenue Collections for April

Source of revenue	1936	1935
Cigars	$ 1,022,799.93	$ 909,844.33
Cigarettes	35,607,924.56	32,093,335.42
Snuff	606,867.54	611,076.67
Tobacco, chewing and smoking	4,659,049.10	4,373,248.71
Cigarette papers and tubes	84,257.14	50,651.51
Miscellaneous, relating to tobacco	78.35	182.10

U. S. Withdrawals for April

1921	548,103,503	1928	459,021,565
1922	501,393,544	1929	550,912,261
1923	532,533,522	1930	469,968,598
1924	501,422,160	1931	459,981,900
1925	493,775,432	1932	349,953,161
1926	509,132,588	1933	321,206,573
1927	475,979,589	1934	345,066,731

YOU...and a LIGHT SMOKE

It is a Lightness in the smoke that makes people choose Luckies. A rich, clean Lightness in the taste. A smooth Lightness of "feel" in the throat. Puff by puff, a delightful sense of ease. From the choosing of the finest center-leaf tobaccos —to the "Toasting" which removes certain harsh irritants naturally present in all tobacco, every careful measure of Lucky Strike's manufacture is designed to please you more...to offer A Light Smoke of rich, ripe-bodied tobacco.

Luckies—a light smoke

OF RICH, RIPE-BODIED TOBACCO —"IT'S TOASTED"

Copyright 1936, The American Tobacco Company

Four Months' Gains Impressive

730,000 more cigars were smoked each day than during same period last year; all gain except Class B

TOBACCO WORLD'S compilation of the figures released each month by the Tobacco Merchants Association reveals gratifying increases in all classifications of tobacco products with the exception of large cigarettes, during the first four months of 1936 compared with the corresponding period of 1935. The increases ranged from 12 per cent. for cigarettes (that gain being close to the five billion mark) down to 1.2 per cent. for snuff (which registered a gain of more than 155 thousand pounds).

Cigar withdrawals were boosted during the four months to a total of nearly 1 billion 548 million. This was more than 88 million above last year, a gain of 6.1 per cent.

	1st 4 Months 1936	Increase or Decrease Quantity	Per Cent.
Cigars:			
Class A—			
United States	1,326,644,965	+ 92,819,518	7.4
Puerto Rico	10,031,095	— 4,798,950	32.4
Philippine Islands	55,528,665	— 14,621,545	20.8
Total	1,392,204,705	+ 73,398,703	5.6
Class B—			
United States	15,366,346	— 1,968,554	11.4
Puerto Rico	218,550	— 263,050	54.6
Philippine Islands	58,353	— 135,093	69.8
Total	15,643,249	— 2,366,697	13.1
Class C—			
United States	129,692,840	+ 16,844,962	14.0
Puerto Rico	130,450	— 8,000	5.7
Philippine Islands	42,784	— 13,426	23.9
Total	129,866,074	+ 16,823,536	14.8
Class D—			
United States	9,454,879	+ 578,239	6.5
Puerto Rico	.....	.....	....
Philippine Islands	12,330	+ 11,403	1230.1
Total	9,467,209	+ 589,642	6.5
Class E—			
United States	818,002	— 106,229	11.5
Puerto Rico	.....	.....	....
Philippine Islands	380	+ 230	153.3
Total	818,382	— 105,999	11.5
Total All Classes:			
United States	1,481,976,022	+ 108,166,928	7.9
Puerto Rico	10,380,095	— 5,070,200	32.8
Philippine Islands	55,640,492	— 14,760,451	21.0
Grand Total	1,547,995,609	+ 88,335,277	6.1
Little Cigars:			
United States	63,495,626	+ 5,032,339	8.6
Puerto Rico	672,400	— 27,600	3.9
Philippine Islands	.....	.....	....
Total	64,168,026	+ 4,904,699	8.3

While to Class A went the usual lion's share of the increase in volume (its total of more than 1 billion 393 million representing a gain of more than 73 million, or 5.6 per cent.), by far the largest percentage of gain was recorded by Class C, with a total of more than 129 million 866 thousand, showing a gain of more than 16 million 823 thousand, or 14.8 per cent. for the four months.

United States cigars in both these classes made impressive increases—Class A's gain of 92,819,518 and Class C's gain of 16,844,962 amounting to more than 109 million.

Little cigars are up for the year to date, although large cigarettes are down.

Cigarettes reached a total of more than 46 billion 534 million, thus gaining nearly 5 billion.

	1st 4 Months 1936	Increase or Decrease Quantity	Per Cent.
Cigarettes:			
United States	46,533,165,270	+ 4,994,040,153	12.0
Puerto Rico	1,150,200	+ 328,200	39.9
Philippine Islands	227,280	— 531,620	70.0
Total	46,534,542,750	+ 4,993,836,733	12.0
Large Cigarettes:			
United States	713,049	— 74,093	10.6
Puerto Rico	96,000	— 4,000	4.0
Philippine Islands	.....	+ 900	....
Total	809,049	— 78,993	8.8
Snuff (lbs.):			
All United States	13,228,261	+ 155,382	1.2
Tobacco Manufactured (lbs.):			
United States	103,749,242	+ 4,939,319	5.0
Philippine Islands	2	— 1	....
Total	103,749,244	+ 4,939,318	5.0

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issued 1929 — JUNE 1, 1936 — Prepared twice a month

PHULOFAX
(The Retailer's Friend) SAYS

"The first of the year, I established the rule of spending one day each week with my salesmen working with them on their regular routes. I've missed only one week. I get a great kick out of going with my boys. I know more about my business and my business is better. You can publish this in your Bulletin if you want to"—so writes a reborn jobber from the Middle West and Phil is sure happy to be privileged to give space to a method of how to combine Business and Pleasure to the enhancement of both.

—o—

If Father doesn't believe someone is going to give him a box of cigars for Father's Day, why not suggest to Father to give himself a box of cigars on Father's Day?

—o—

INFAMOUS SAYINGS

"If I don't see him today, I'll try to see him tomorrow."

—o—

"What's the use of calling on him—he won't buy anything anyhow."

—o—

"Let me send you a couple boxes . . . if they don't sell, I'll take care of you!"

—o—

"Will you mind very much if I put a poster on your window?"

—o—

"I guess you got enough until I see you on my next trip."

—o—

"Do you feel like paying me a little something on account?"

—o—

"I meant to drop you a line but I lost your address."

—o—

"What! Work when there's a double-header in town?"

—o—

"I did all I could but he kept on saying, 'No'!"

—o—

"Oh, I tried to sell him, sure—but at that I didn't mind losing the order. He's not such hot pay anyhow."

—o—

"There's more competition in my line than any other line on earth."

—o—

"I wasn't driving fast . . . it was his fault."

—o—

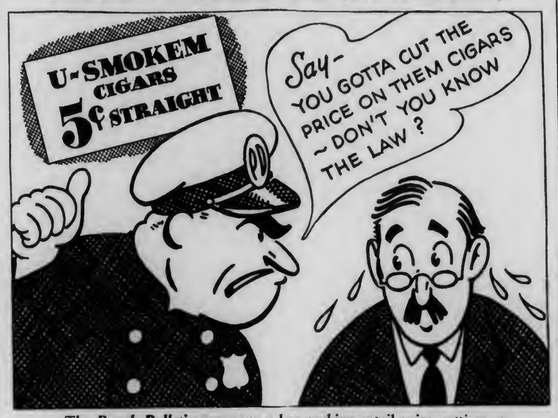
"My expenses don't cover it all . . . I spent a lot out of my own pocket."

—o—

Phil M. Phulofax* D. B. L.

*Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

THERE OUGHT TO BE A LAW!



The Bayuk Bulletin proposes a law making retail price cutting on cigars compulsory. Then maybe all the cigar retailers will get together and have the law amended to make price cutting *illegal*. And we can think of a dozen worse laws than that.

WHAT I DIDN'T KNOW ABOUT CIGARS

An Honest Confession — By a Cigar Salesman

Have you ever eavesdropped on a salesman for a watch manufacturer when he was explaining his line to a jeweler? I did, not long ago. And I came away with a new respect for the men in that particular line of selling—and a little sneaking feeling of inferiority for myself.

That experience set me wondering if I knew as much about the cigars I was selling as that chap did about his watches. I still wonder, but I know a lot more about my cigars today than I did three months ago, and I expect to know still more about them before I'm through.

I was in this jewelry store to get my watch repaired. A salesman was there showing the proprietor a new watch he was introducing. The jeweler had one of those funny little spy glasses on his eye, and was looking into the works of that watch with all the interest of a big butter and egg man in the front row at the Follies.

I don't blame him. Because, although I don't know a main spring from a monkey wrench, I became so absorbed in the salesman's talk that I forgot what I came in for. That salesman simply knew his watch inside out, and I defy anybody to hear a man talk on a subject he *knows* and *not* be interested.

Walking down the street, I asked myself: "Do you know as much about the cigars you've been selling the past five years as this chap knows about watches?" And I answered myself: "You know darned well you don't. But you're *going* to."

Now, I'll put that same question up to my fellow cigar salesmen. Do you know enough about your cigar to talk for ten or fifteen minutes and really be saying something all the time? For instance, what kind of tobacco is in the filler of your cigar—the binder—the wrapper? Do the people who make your cigar have any special manufacturing or curing processes? Just why is your cigar different or better than other brands in its price class?

If you do know as much about your cigar as the men who make it—my hat's off to you. If you don't, wouldn't it pay you to find out? If you are anywhere near the factory, drop in and get them to show you everything there is to be seen. If you live at a distance, get hold of the nearest factory representative and put him through a real old fashioned third degree.

You'll be surprised with what increased confidence you sell, when your sales talk is based on a thorough knowledge of your product. You'll be surprised how you and your cigar go up in the estimation of your trade. You'll be surprised how much of that sound information the retailer will pass on to his customers—and what it will do for your brand. Yes sir! You'll be just as surprised as I was.

A BEDTIME STORY FOR CIGAR SALESMEN!

"Why howdoudo, Mr. Salesman . . . I'm mighty glad to see you . . . you're the first salesman I've had call on me this week . . . No, I've never heard of your brand and I've never had any calls for it, but just the same I want you to please accept my order for 500 . . . If you have the stock in your car, bring the 500 in right now and you can stack them right up on top of my show case . . . No, don't bother making me out a bill, and I appreciate the fact that you'll give me credit, but I prefer to pay cash . . . And listen, you don't need to give me a trade discount or a couple of five-packs free . . . just tell me how much 500 will cost and I'll give you cash . . . No, no, no, I don't want you to treat me to a cigar . . . Here, smoke a couple of your own brand on me . . . put a few more in your pocket, that's a good fellow . . . And, say, haven't you got a nice big poster that you can put on my window . . . Oh, that's a dandy one . . . put four up, will you? . . . And say, would you be so good as to let me have two more . . . I'll put them right back here on my wall case . . . Hey, listen, haven't you got any real big outdoor signs? . . . Gee, they're great! . . . Wait, I'll help you nail five of 'em up right now. Thanks a lot for being so cooperative with me . . . Come soon again. I'll always have an order for you" —And then the alarm went off!

BAYUK BRANDS BUILD BUSINESS
Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

TIGHT BINDING

Convicted by "Smoke Screen"

County Attorney used pseudo-science to "smoke out" perpetrator of murder against whom no evidence existed

HOW Gavin Stevens, county attorney, literally "smoked out" a confession from a murderer whom no one else suspected and against whom not even circumstantial evidence existed, is told in the story, "Smoke", written by William Faulkner and published by Harrison Smith and Robert Haas in a collection of that author's short stories under the title, "Doctor Martino and Other Stories."

"I've always smoked," Stevens said. "Ever since I finally recovered from being sick at it at the age of fourteen. That's a long time, long enough to have become finicky about tobacco. But most smokers are, despite the psychologists and the standardized tobacco. Or maybe it's just cigarettes that are standardized. Or maybe they are just standardized to laymen, non-smokers. Because I have noticed how non-smokers are apt to go off half-cocked about tobacco, the same as the rest of us go off half-cocked about what we do not ourselves use, are not familiar with, since man is led by his pre- (or mis-) conceptions. Because you take a man who sells tobacco even though he does not use it himself, who watches customer after customer tear open the pack and light the cigarette, just across the counter from him. You ask him if all tobacco smells alike, if he cannot distinguish one kind from another by the smell. Or maybe it's the shape and color of the package it comes in; because even the psychologists have not yet told us just where seeing stops and smelling begins, or hearing stops and seeing begins. Any lawyer can tell you that. . . .

"I stopped in West's drug store last week for some tobacco, and he told me about a man who was particular about his smoking also. While he was getting my tobacco from the case, he reached out a box of cigarettes and handed it to me. It was dusty, faded, like he had had it a long time, and he told me how a drummer had left two of them with him years ago. 'Ever smoke them?' he said. 'No,' I said. 'They must be city cigarettes.' Then he told me how he had sold the other package just that day. He said he was behind the counter, with the newspaper spread on it, sort of half reading the paper and half keeping the store while the clerk was gone to dinner. And he said he never heard or saw the man at all until he looked up and the man was just across the counter, so close that it made him jump. A smallish man in city clothes, West said, wanting a kind of cigarette that West had never heard of. 'I haven't got that kind,' West said. 'I don't carry them.' 'Why don't you carry them?' the man said. 'I have no sale for them,' West said. . . . Then the man bought the other package of cigarettes and went out. And West said that he was mad and he was sweating, too, like he wanted to vomit, he said. He said to me, 'If I had some devilment I was scared to do myself, you know what I'd do? I'd give that fellow about ten dollars and I'd tell him where the devilment was and tell him not to never speak to me again. When he went out, I felt just exactly like that. Like I was going to be sick.' . . .

"You all know the peculiar attribute which this room has. How no draft ever blows in it. How when there has been smoking here on a Saturday, say, the smoke will be here on Monday morning when Uncle Job opens the door, lying against the baseboard there like a dog asleep, kind of. You've all seen that.

Stevens said to Job: 'Tell about how the smoke was there behind that table that afternoon. . . . Tell what you told me."

"It was there. And I thought that he was asleep like always, and I went to wake him up——"

"And this little box was sitting on the edge of the table where he had been handling it while he talked to Mr. Virge, and when you reached your hand to wake him——"

"Yes, sir. It jumped off the table and I thought he was asleep——"

"The box jumped off the table. And it made a noise and you wondered why that didn't wake the Judge, and you looked down at where the box was lying on the floor in the smoke, with the lid open, and you thought that it was broken. And so you reached your hand down to see, because the Judge liked it because Miss Emma had brought it back to him from across the water, even if he didn't need it for a paper weight in his office. So you closed the lid and set it on the table again. And then you found that the Judge was more than asleep."

Stevens seemed to watch his hand as it turned the box slowly this way and that. "Uncle Job calls this a gold box," he said, "which is as good a name as any. Better than most. Because all metal is about the same; it just happens that some folks want one kind more than another. But it all has general attributes, likenesses. One of them is, that whatever is shut up in a metal box will stay in it unchanged for a longer time than in a wooden or paper box. You can shut up smoke, for instance, in a metal box with a tight lid like this one, and even a week later it will still be there. And not only that, a chemist or a smoker or tobacco seller like Doctor West can tell what made the smoke, what kind of tobacco, particularly if it happens to be a strange brand, a kind not sold in Jefferson, and of which he just happened to have two packs and remembered who he sold one of them to."

We did not move, relates the teller of the story. We just sat there and heard the man's urgent stumbling feet on the floor, then we saw him strike the box from Stevens' hand. But we were not particularly watching him, even then. Like him, we watched the box bounce into two pieces as the lid snapped off, and emit a fading vapor which dissolved sluggishly away. As one we leaned across the table and looked down upon the sandy and hopeless mediocrity of Granby Dodge's head as he knelt on the floor and flapped at the fading smoke with his hands.

. . .

(Continued on Page 17)

WANTED!

A HALF MILLION OR MORE VOLUNTEERS TO ENLIST FOR THE DURATION OF THE WAR TO REVIVE THE CONSUMPTION OF CIGARS IN THE UNITED STATES

You, MR. DEALER, can have your gun and the ammunition and fire a shot without going over the top of your counter or spending a cent.

BE A SOLDIER!

Hoist the colors—welcome the salesmen who call to put the posters in your window—distribute the little folders among your customers—help sell smokers that beautiful thought we all know so well "that a good cigar makes every meal a banquet."

GET IN THE ARMY NOW!

And you'll get Your Bonus sure in better and more profitable trade.

INCIDENTALLY!!

MANILA CIGARS ARE GOOD CIGARS—NONE BETTER AT THE PRICE—STOCK 'EM! SELL 'EM! THEY WILL MAKE FRIENDS!

Directory and booklets on application to the

MANILA AD AGENCY (C. A. Bond, Mgr.)

15 William Street, New York, N. Y.

More and more tobacco manufacturers are using our complete packaging service — a full line of light-proof, moisture-proof Reynolds Metal packaging materials, a Package Testing Laboratory, and skillful package engineers and designers. Let us show you what modernized Reynolds Metal Packaging can do.

REYNOLDS METALS CO., INC. 19 RECTOR ST. NEW YORK CITY

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Cigar Labels and Bands (New and Discontinued), Cans, Cedar Linings and Section Boards, Glass Jars, Tissue Wraps, Gum Tragacanth, Bundle Straps, Boards, Knives, Cutters, Blades, Molds.

▼

Hundreds of designs of labels ready for immediate delivery

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3000 EAST JEFFERSON AVE., DETROIT, MICH.

"What a welcome visitor THE TOBACCO WORLD must be to wholesalers and retailers!

"If they are only half as interested in reading it as we ourselves are, we're glad our ad is in it regularly"—

says an advertiser.

SALESMEN'S CONVENTION

WHOLEHEARTED support of the Cigar Progress Board was pledged by the members of the National Board of Tobacco Salesmen's Associations at their fifteenth annual convention, held at the Hotel Morton, Atlantic City, from May 8 to 10. The resolution pledged that tobacco salesmen members will carry on with the work assigned to them, by boosting cigars, spreading propaganda, affixing posters boosting cigars in various public places, and performing such other work as may be necessary for the promotion of cigar smoking.

This was only one of several resolutions adopted by the convention. Others were as follows:

To wage a militant campaign against business houses adopting a "loss leader" policy;

To enlist the aid of sister organizations in promoting its Father's Day program;

To thank Abe Brown, national president; Joseph Ullrich, president of the Newark branch, and Irwin M. Moss, president of the Trenton branch, for their work in helping to defeat the proposed "Luxury Tax" bill in New Jersey;

To record a permanent vote of thanks to Abe Brown, national president, for his untiring services;

To congratulate the National Association of Tobacco Distributors on its accomplishments.

At the banquet, Joseph Kolodny, administrator of the Cigar Progress Board, was the only speaker. He outlined the plan for promoting greater cigar consumption, told the salesmen, assembled, what they could do in the field and asked them for their co-operation.

A letter from William A. Hollingsworth, president of the Retail Tobacco Dealers of America, Inc., said in part:

"Whenever I have an opportunity for reflection, I become alert to the fact that the salesmen have always appeared in the forefront of all activities for the betterment of the tobacco industry. Long before Retail Tobacco Dealers of America was ever dreamed about, I recall the occasion when Max Berliner and a few of your members visited me and asked that I take an interest in the Tobacco Trade Conference then being promoted by the salesmen. When I agreed to attend a meeting of this conference, I took my first step toward association work, and I believe then and there was planted the seed which was destined to develop into Retail Tobacco Dealers of America and all its branches. If it had not been for that initial movement, it is largely a question whether the retailers would have been sufficiently organized to negotiate with the government for a Code or to carry on the many present day activities dealing with State and National projects.

"During the past three years the activities of the Retailers Association have taken me far and wide throughout the country, and on every occasion and under every circumstance, I have encountered the wholehearted support of both the Local and National Salesmen's Association. Therefore, I feel deeply that the salesmen are the true missionaries who go forth and spread the doctrines which less mobile groups frequently appropriate and capitalize.

"Like true missionaries the salesmen have always been most generous. They never display chagrin when their initial efforts are turned to good account by others. They have ever been willing to blaze new trails or carry the message to Garcia. Perhaps these commendable characteristics are due to the salesmen's inherent consciousness that his job is selling and once being convinced regarding the soundness of either article or proposition, he feels the urge to sell.

"Certainly the salesmen merit recognition for the spendid promotional work they have done, and I am confident the time is near when the salesmen will receive all the tributes and credits they justly deserve."

The following officers were chosen for the ensuing year: Abe Brown, Newark, president; Ben Laschow, New York, first vice-president; Robert L. McCormick, Trenton, second vice-president; William Koch, Baltimore, third vice-president; Frank Sobel, Newark, secretary; Albert Freeman, New York, treasurer; Herman J. Goldwater, New York, sergeant-at-arms; Irving Payson Zinbarg, New York, counselor.

Appointed as vice-chairmen of their respective regions were I. A. Bergman, Newark; Leon Horowitz, Philadelphia, and Gordon L. Harris, Washington.

The following committees were appointed:

Banquet Committee—J. Goldwater, chairman; L. F. Bergman.

Resolution Committee—I. A. Bergman, chairman; J. Murphy, A. Freeman, I. Moss, W. Jelling.

Finance Committee—Elmer Brindley, chairman; William H. Koch, Jack Greenburg.

Insurance Committee—Elmer Brindley, chairman; William H. Koch, Jack Greenburg, Ben Reiders, Frank Sobel.

PICK & PAT
in "PIPE SMOKING TIME"
with
DILL'S BEST YELLOW JACKETS
under the leadership of Bennie Krueger and the
FOUR MODEL SMOKERS,
the Landt Trio and White
COLUMBIA BROADCASTING SYSTEM
COAST-TO-COAST MONDAY NIGHTS
Tune in with the increasing sales of . . .

DILL'S BEST and MODEL TOBACCOS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
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The Standards of America

Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851

ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotches
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

Quality 2 for 5¢ *Cigars*

BY P. LORILLARD COMPANY, INC.

Meeting the public's demand for quality cigars moderately priced

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Are Outstanding In Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

RETAILERS' CONVENTION

(*Continued from Page 6*)

Constitution Committee—Ben Loschow, chairman; R. L. McCormick, Frank Breitung, J. Powell, A. G. Mackinnon.

Publicity Committee—I. P. Zinbarg, chairman; Abe Pollack.

Legislative Committee—J. Goldwater, chairman; I. A. Bergman, Newark; R. L. McCormick, Trenton; W. B. Koch, Baltimore; H. Rendelman, Philadelphia; G. L. Harris, Washington.

Humidor Committee—H. Rendelman, Philadelphia, chairman; Abe Pollack, New York; I. P. Zinbarg, New York; J. Goldwater, New York; J. Greenburg, Baltimore.

CHESTERFIELD PROGRAM

ANDRE KOSTELANETZ and his 45-piece dance orchestra are now featured on a new series of Chesterfield programs over the nationwide Columbia network, beginning Friday, May 1, from 10 to 10:30 P. M., EDST. Sponsored by Liggett & Myers, the program has as supporting artists Kay Thompson and her Girls, Ray Heatherton, baritone, and the Rhythm Singers. David Ross is the announcer. The new programs replace the Saturday night broadcasts heard throughout the winter season. The Wednesday evening Chesterfield program will continue to feature Lily Pons, with the chorus and orchestra conducted by Kostelanetz.

SMOKERS INCREASING

THE 1935 rise in cigarette production amounted to approximately 7 per cent. *Fortune Magazine*, in its Survey VI (April, 1936) states that the increase in cigarette smokers reported since Survey I, nine months ago, has been 7.7 per cent., indicating that the number of smokers, now 45 per cent. of the total adult population, has swelled as well as the amount smoked. Major and minor brands gained relative to the ten-cent brands, roll-your-own, and the miscellaneous category of "any"—which probably means any cigarette that can be "borrowed". The invasion cheap smokes threatened two or three years ago has definitely been turned back by the increase of purchasing power.

BERNARD SCHWARTZ PROFITS

A substantial increase in sales in the first quarter of this year lifted the net profit of the Bernard Schwartz Cigar Corporation to $62,281, after depreciation and Federal taxes, from a net profit of $16,550 in the same period a year ago, according to S. T. Gilbert, chairman.

This was equal, after dividend requirements on 31,491 shares of preferred stock, to 53 cents a share on 86,963 shares of common stock. Net profit a year ago on the same basis, was equal to less than one cent a common share.

John J. Donlon, vice-president and director of Faber, Coe & Gregg, Inc., and long active in that company's sales department, died on Friday, May 15th, after a brief illness.

CARR BAYUK TREASURER

HARRY C. CARR, who has been a director of Bayuk Cigars., Inc., for several years, was elected treasurer to succeed Harvey L. Hirst, who resigned several weeks ago. Mr. Carr was for many years engaged in the petroleum industry, having been connected with Sun Oil Company and with Gulf Refining Company.

Bayuk Cigars, Inc., recently ran a safety slogan contest among its employees giving a prize of $25 to the employee turning in the best slogan calculated to further minimize injuries and lost time in the plant.

10,654 entries were turned in by the employees and the slogan unanimously selected by the judges was as follows: "Never feel safe enough to be careless."

The prize was won by Clifford Mac Cottman, an operative in the Philadelphia plant.

REYNOLDS METALS GAINS

For the first quarter of 1936 the Reynolds Metals Co. and wholly owned subsidiaries report net earnings after all deductions, including Federal income taxes, $317,674, equal to 26 cents each on 960,322 shares of common stock outstanding, after dividend requirements on the preferred. Net earnings in corresponding period last year were $287,962, or 23 cents a common share. Net earnings of a wholly owned subsidiary during the current year but before the date of acquisition amounting to $43,057, have not been included in this statement.

AMERICAN CIGAR EXTRA

The American Cigar Co. has declared an its own common stock a dividend of 1-40 share of American Tobacco Co. common B stock. A similar dividend was declared three months ago. The regular quarterly dividend of $1.50 a share on the preferred was also declared.

"SMOKE SCREEN"

(*Continued from Page 12*)

Later, Virginius Holland said to Gavin Stevens: "You talked a right smart in yonder about chemistry and such, about that smoke. I reckon I believed some of it and I reckon I didn't believe some of it. And I reckon if I told you which I believed and didn't believe, you'd laugh at me." His face was quite sober. Stevens' face was quite grave too. Yet there was something in Stevens' eyes, his glance; something quick and eager, not ridiculing, either. "That was a week ago. If you had opened that box to see if that smoke was still in there, it would have got out. And if there hadn't been any smoke in that box, Granby wouldn't have given himself away. And that was a week ago. How did you know there was going to be any smoke in that box?"

"I didn't," Stevens said. He said it quickly, brightly, cheerfully, almost happily, almost beaming. "I didn't. I waited as long as I could before I put the smoke in there. Just before you all came into the room, I filled that box full of pipe smoke and shut it up. But I didn't know. I was a lot scareder than Granby Dodge. But it was all right. That smoke stayed in that box almost an hour."

Have you joined the Spruce parade?

Or are you still straggling?

To be sure you have the best

SPECIFY SPRUCE

FOR YOUR BOXES

Consult your Cigar Box Manufacturer

or

UPTEGROVE LUMBER CO.

15 Washington St. Newark, N. J.

Cigar Box Lumber for 63 years

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

155 John Street, N. Y. City — Industria 144, Havana, Cuba

HAVANA TOBACCO

ROTHSCHILD-SAMUELS-DUIGNAN, INC.

Harry S. Rothschild, President
Lee Samuels, Vice-President

Milton Samuels, Vice-President
Chas. W. Duignan, Sec. and Treas.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATION

BADMINTON:—46,545. For cigars, cigarettes, tobacco and stogies. Havana Leaf Cigar Mfg. Co., Detroit, Mich., May 4, 1936.

TRANSFERRED REGISTRATIONS

PERSONALITY:—16,376 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered October 6, 1908, by American Litho. Co., New York. Transferred to Schwab, Davis & Co., Inc., New York, N. Y., and re-transferred to Morris Hirschfield, New York, N. Y., April 21, 1936.

VIRGINIA LEE:—24,595 (Tobacco Leaf), and **27,770** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 16, 1903, by American Litho. Co., New York, N. Y. Transferred to Schwab, Davis & Co., Inc., New York, N. Y., and re-transferred to Morris Hirschfield, New York, N. Y., April 21, 1936.

DELAWARE BRIDGE:—44,789 (Tobacco Merchants Association). For cigars. Registered November 3, 1926, by G. Bennett, Philadelphia, Pa. Transferred to Benjamin Rigberg, Philadelphia, Pa., and re-transferred to Horace Cake, Philadelphia, Pa., April 28, 1936.

CUBAN CREST:—31,434 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered March 3, 1906, by Louis E. Newman & Co., New York, N. Y. Through mesne transfers acquired by Garcia Grande Cigars, Inc., New York, N. Y., and re-transferred to National Cigar Stands Co., New York, N. Y., May 5, 1936.

EL ROVIRA:—30,221 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered May 4, 1905, by Benito Rovira Co., New York, N. Y. Transferred by La Confesion Cigar Co., Inc., New York, N. Y., successors to the original registrant, to A. Siegel & Sons, Inc., New York, N. Y., June 29, 1934.

PRELUDE:—6,027 (Trade-Mark Record). For cigars. Registered September 11, 1889, by Geo. Schlegel, New York, N. Y. Transferred to the Penick Cigar Corp., New York, N. Y., May 19, 1936.

KING ALFRED:—22,481 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered April 21, 1900, by L. E. Newman & Co., New York, N. Y. Transferred to Rosenthal Bros., New York, N. Y., and re-transferred to J. J. Crumling & Co., Hellam, Pa., May 20, 1936.

PENN STATE:—16,747 (Tobacco World). For cigars. Registered December 9, 1908, by Yorkana Cigar Co., Yorkana, Pa. Transferred to E. Jay Nissly, Florin, Lancaster County, Pa., May 20, 1936.

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875

NIC. ALTHAUS CO

CEDAR BOXES FOR CIGARS

637-641 EAST 17TH ST. NEW YORK

PHILADELPHIA CO-OPERATES

(*Continued from Page 6*)

ing profit. He said that, since the cigar business is a merchandising business, the cigar offers a greater opportunity for profit than any other factor in the tobacco line.

Harry Rendelman, president of the Tobacco Salesmen's Club of Philadelphia, pledged the wholehearted co-operation of the members of his organization, and the support of the Quaker City Division of the NATD was also assured by Philip Gorodetsky, active spirit in that body.

Fred Winter, veteran distributor of Denver, who started in the business as a cigarmaker in 1882 and had crossed the ocean to his native home in Frankfort, Germany, electrified his hearers with a description of his most recent crossing—on the Zep Hindenburg.

And Harry Rothschild, president of Bayuk Cigars, Inc., took a smiling bow when introduced as "always the first man in the industry to pledge his own personal support and the support of his organization to any project calculated to promote the cigar business."

"The wholesale or retail tobacconist has no business unless he has a cigar business" was one of the trenchant points made by Joseph Kolodny in his address, the main features of which are transcribed in the special article over his signature in this issue of The Tobacco World.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

RETAIL TOBACCO DEALERS OF AMERICA, INC.

WILLIAM A. HOLLINGSWORTH, 233 Broadway New York, N. Y. ..... President
CLIFFORD N. DAWSON, Buffalo, N. Y. ..... Executive Vice-President
JAMES C. THOMPSON, Chicago, Ill. ..... Treasurer

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JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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ABE BROWN, 408 Market Street, Newark, N. J. ..... President
JOSEPH FREEMAN, 615 West 150th Street, New York City.. First Vice-President
FRANK SOBEL, 72 Williams Street, Newark, N. J. ..... Secretary
ALBERT FREEMAN, 25 West Broadway, New York City ..... Treasurer

THE NATIONAL ASSOCIATIONS OF TOBACCO DISTRIBUTORS, INC.

E. ASBURY DAVIS, Baltimore, Md. ..... President
JOSEPH KOLODNY, 200 Fifth Ave., New York, N. Y. ..... Secretary
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UNITED STATES TOBACCO DISTRIBUTORS ASSOCIATION

JOHN F. BROWN ..... President
HERMAN H. YAFFE, 301 Fow Building, Philadelphia, Pa. ..... Secretary

RETAIL CIGAR STORE ASSOCIATION OF PHILADELPHIA

MORRIS LEVITONE ..... President
SAMUEL MAGID, 2001 N. Mervine St., Philadelphia, Pa. ..... Secretary

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ESTABLISHED 1881

In This Issue

TEAMWORK HAS HELPED TOBACCO RETAILERS
By Wm. A. Hollingsworth

CIGAR PROGRESS BOARD MAKES PROGRESS
By Joseph Kolodny

GAINS CONTINUED BY CLASS C CIGARS

GIFT TO PRESIDENT OPENS FATHER'S DAY

THE TALK OF THE TRADE

VICTOR HUGO'S IN LOS ANGELES. The world of fashion calls Victor Hugo's Garden Room "Paris in Los Angeles." And, as the diners enjoy their Camels, Hugo himself says: "Our guests know fine tobacco. They have made Camels the outstanding favorite here."

"I FIND THAT smoking Camels helps digestion," says Claire Huntington, public stenographer.

HENRY PICARD *(below)* is rated the best golfer at full ironshots. He says: "Smoking Camels aids my digestion."

During and after meals, Camels bring a sense of well-being and good feeling. That's why people say:

"—for Digestion's sake ... smoke Camels"

MRS. W. I. HOLLINGSWORTH, JR., socially prominent Californian, says: "I smoke Camels. They please my taste—aid digestion."

Camels stimulate digestion in a pleasant, natural way ...increase alkalinity

Digestion responds unfavorably to nervousness. It is encouraged by smoking Camels.

Scientific studies show how Camels aid digestion. Using sensitive apparatus, it is possible to measure the increase in digestive fluids—alkaline digestive fluids—that follows the enjoyment of Camel's costlier tobaccos.

Make Camel your cigarette for steady smoking. They never get on your nerves. They are gentle on your throat

GOLD-CUP WINNER! George Reis says: "I eat heartily, smoke Camels, and enjoy well-being."

COSTLIER TOBACCOS!

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

HOBART B. HANKINS—*Editor* *Associate Editor*—JOHN CLEARY

THE TOBACCO WORLD

Vol. 56 JULY 1936 No. 10

THE manufacturing, jobbing and retailing branches of the cigar and tobacco industry have been lately swept by a tidal wave toward a substantial organization of the various branches of these several departments of a billion dollar industry. It is a good time, indeed, that such a forward step should be taken. The various organizations of the industry are to be congratulated on their recognition of the necessity of such a program.

It is futile to write long editorials, as trade publication editors do in the heat of a moment, about what should be done to create a financially sound and profitable tobacco industry. The industry, with all its facilities is here—has been here for many years. What it needs is to press forward to greater accomplishments.

Through various trade associations this is being done, and there is every reason to believe that cigar sales in this coming year will prove definitely the value of trade association work among cigar, cigarette and tobacco organizations throughout the United States.

▲

"THE Retail Tobacco Dealers of America came into being three years ago and since its formation it has actively sponsored fair trade practices. From a modest beginning it has grown steadily in numbers and prestige, and today can truthfully claim to be the accredited spokesman for the entire retail tobacco trade embracing more than 800,000 tobacco outlets; and it can proudly claim supporters and constituents in every State in the Union."

"This Association has been dedicated to the proposition that predatory and destructive competition are evils which need correction and regulation; also, it proposed to preserve tobacco stores as a channel of distribution for tobacco products. This purpose is indeed warranted, for as you all probably realize the exclusive tobacconist is rapidly following into antiquity the 'wooden Indian' which once glorified the store front of the dispenser of tobacco products.

"Because destructive competition has created such ghastly havoc and taken such alarming tolls in the retail tobacco trade, it is quite natural that the tobacconist's case should be dramatized by the exponents of fair trade practices. Because their poor state and burdens so aptly personify the evils of price-cutting, the retail tobacconists have become a most effective spearhead to advance fair trade legislation.

"In the advancement of this fair trade legislation, the retail tobacco trade has had splendid assistance from most of the distributive trades, both wholesale and retail. Studies undertaken by the National Association of Retail Tobacco Dealers show that destructive competition is not prevalent only in the tobacco industry. Most retail and wholesale trades are affected by the same evil and nearly all are seeking some effective remedy to treat the pernicious disease of price-cutting."

In those words William Hollingsworth opened the first annual distributive traders' luncheon at the Hotel Pennsylvania, on June 12th, in connection with the Tobacco Retailers' Convention. The luncheon marked a huge stride forward in the organization of distributors and retailers towards fair practices.

▲

AS GROVER WHALEN stated in his address, the luncheon constituted the first real effort to bring together under one roof the representatives of distribution—that great dynamic force which bridges the tremendous gap between the farm, the factory and the mine on the one hand, and the consumer on the other. Distribution—wholesale and retail trade—is a vital artery of the bloodstream which gives life to the American economic and social system. All of us have heard scholarly arguments in the past that this artery should be destroyed because like an appendix, it is useless. But we hear less and less of those arguments today because we have come to a better appreciation of the functions of distribution, and of its complete indispensability.

On the subject of taxes he said: "The tobacco industry knows more than a little something about taxation. The tobacco tax probably reaches more persons directly than any other Federal levy and has been highly productive ever since its incorporation into the Internal Revenue system. During the fiscal year ended June 30, 1935, the Government collected $450,000,000 in direct stamp taxes on tobacco; or, in other words, 14 per cent. of the entire Federal revenue in that year came from this source. In the fiscal year which ends in two weeks, it is estimated that tobacco tax receipts will exceed $500,000,000. No other commodity, with the single exception of liquor, will bring so high a yield. But Federal taxes are by no means the only levy upon tobacco products. No less than twenty States impose additional taxes on the same tobacco products, ranging from 5 cents per package of cigarettes in Arkansas (in addition to the 6-cent Federal levy) to 10 per cent. of the retail price in Kentucky and Georgia."

▲

IF WHEN you are hungry and IF you had some bacon, you'd have bacon and eggs IF you had some eggs, do you wait for bacon and eggs or do you eat what you can get? IF you had a million dollars, would you take a trip to Europe? Lacking the million, do you just hang around your own back yard or go as far as you can with the few dollars you have short of a million? That's it—"GO AS FAR AS YOU

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

CAN'' with what you've got and stop moaning for the moon!

"IF there hadn't been three fellows ahead of me, I'd have done some business"—cripes, man, there are three million behind you. "IF my house were only a little more liberal on credit, I'd . . ." Whoa, fellow! If the credit terms of your house were as elastic as a new rubber band, you'd dig up another IF. Do business by selling the credit terms you've got and it can be done when you believe it can!

If there is an "IF" to your proposition, it's up to you to remove it or not to see it. Cash in on the possibilities your product possesses today not on the potentialities it might have if . . . ! Every failure would have been a success if it hadn't been for the presence of the "IFS" and every success would have been a failure were it not for the absence of the "IFS."

Let's go ahead on WHAT WE'VE GOT—not stand still waiting for WHAT WE WANT. Let IFFER-E-TIS lodge in the dictionary—we, Salesmen, have no home for it!

Recognize that phraseology? Right! It is the continuation from a recent issue of the famous letter written by Frank Truefax, Bayuk distributor, on the evils of IFFER-E-TIS.

▲

HOW advertising puts people to work is indicated by the results of the sweepstakes contest being conducted by The American Tobacco Company, in which people show their skill in ranking the three most popular songs in the fifteen-song hit parade of the week. By the time the contest had reached its fourth week, it was responsible for the hiring of more than 450 men and women and gave added employment to hundreds of others.

The mail received probably exceeds in amount the flow of mail through many post offices in the country, aggregating hundreds of thousands of pieces. Incoming mail is handled much as it is in a post office, being sorted into cases according to states and post offices from which it originated. Then it is filed for permanent reference. Already The American Tobacco Company has employed thirty-one additional men and women to handle this mail, which has increased rapidly each week.

The contest has necessitated vast amounts of printing, entry blanks, rules and similar material. In the first three weeks more than 285,000 pounds, or 142 tons, of cardboard were required. The printing company which does the bulk of the printing has employed thirty-nine additional typesetters, pressmen, cutters, binders and others. Additional equipment has been installed and large amounts of ink, corrugated packing containers and other supplies have been purchased.

Replying to contestants—each receives a reply—and mailing out entry cards furnish the greatest amount of added employment. The mailing house handling this work has employed 390 more men and women, in addition to an average of from 75 to 100 postal workers on their days off to do special work for which their training fits them. Extra floor space, totalling more than 30,000 square feet, has been rented.

Added revenue for the United States Government is also yielded by the contest since Uncle Sam collects postage on every piece of incoming and outgoing mail, totalling millions of pieces and including thousands of cartons of cigarettes to prize winners. Electrotypers, trucking and express companies, taxicab services and many other lines of business have also benefited.

The Lucky Strike radio program has been expanded since the contest started and is now the largest on the air for a single product, employing the complete systems of the National Broadcasting Company and the Columbia Broadcasting System. Additional stations mean added royalties for the song composers and publishers, who get, roughly, about five per cent. of the amount paid by the advertiser for time after agency commissions are deducted.

Thus, besides putting people to work directly, the contest is the centre of an ever-widening circle of indirect benefits to people in many lines of business.

▲

THE Secretary of Agriculture has made an offer to redeem tobacco tax-payment warrants issued to eligible producers of Burley, flue-cured, fire-cured, dark air-cured and cigar-leaf tobacco, the Agricultural Adjustment Administration announced today. This offer is made pursuant to Public Resolution No. 76, approved March 14, 1936. In order to be eligible for the redemption of tax-payment warrants, a producer must have signed a tobacco production adjustment contract and have received such warrants following the sale of his tobacco and after payment of the tax imposed by the Kerr Tobacco Act.

Contracting producers holding warrants eligible for redemption are advised to file applications immediately with the Tobacco Section of the Agricultural Adjustment Administration, Washington, D. C. The funds appropriated for the redemption of these warrants are available only until September 1, 1936, and no checks can be issued after that date.

Forms to be used by contracting producers in filing their applications for the redemption of tax-payment warrants, together with the regulations governing such redemptions, have been mailed to all county agents of counties producing the Burley, flue-cured, fire-cured and dark air-cured types of tobacco, and to the State offices in districts producing cigar-leaf tobacco.

Only warrants issued to producers who signed tobacco production adjustment contracts are eligible to be redeemed. Warrants issued to producers who did not sign contracts cannot be redeemed, and no applications for the redemption of such warrants can be accepted.

▲

THE Axton-Fisher Tobacco Company, of Louisville, Kentucky, has recently brought out a splendid piece of advertising on their "Spud" cigarettes, bound in a cellophane cover. It is the first of this type to come to our desk from the cigar and cigarette industry. It is a most elaborate brochure, if that noun will do it justice.

We are impressed by what Axton-Fisher is doing to promote the sale of its product and we have no doubt but that this booklet will prove an inspiration to jobbers and retailers throughout the country.

The promotion idea is not, apparently, confined to the cigar industry, since Axton-Fisher have really done a splendid job for their cigarette.

We are advised, further, that interested advertising men may write to Axton-Fisher, and obtain a copy of this promotional literature for their own files.

Class C Continues Gain

Two Classes of Cigars Join with Cigarettes in Registering Increases for the Month; Other Tobacco Products Lose

WILL you look at the way those Class C cigars keep a-climbin'. Their percentage gain stands out as the highlight of the current supplement to the *Tobacco Barometer* of the Tobacco Merchants Association, reporting the withdrawals for May. The Class C gain of 7.02 per cent. compares with a 2.68 per cent. gain for Class A, a 2.24 per cent. gain for cigars of all classes, and a 2.7 per cent. gain for cigarettes. These are the only plus signs on the report.

The total for Class C was 42,949,498, a gain of 2,817,832.

The total for Class A was 387,056,625, a gain of 10,099,155.

The total for all classes of cigars was 436,824,596, a gain of 9,573,853.

Total for cigarettes was 12,025,377,500, a gain of 316,088,190.

The totals for the other classifications were as follows:

	May, 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	369,831,850	+	12,151,930	3.40
Puerto Rico	2,378,625	—	850,685	20.11
Philippine Islands	13,846,150	—	1,202,090	7.99
Total	387,056,625	+	10,099,155	2.68
Class B—				
United States	3,463,297	—	2,925,103	45.79
Puerto Rico	103,700	—	50,400	32.71
Philippine Islands	73,213	+	61,516	.....
Total	3,640,210	—	2,913,987	44.46
Class C—				
United States	42,904,174	+	2,848,534	7.11
Puerto Rico	36,050	—	28,750	.....
Philippine Islands	9,274	—	1,952	.....
Total	42,949,498	+	2,817,832	7.02
Class D—				
United States	2,957,992	—	387,226	11.58
Puerto Rico	.....		.....	.....
Philippine Islands	150	+	150	.....
Total	2,958,142	—	387,076	11.57
Class E—				
United States	211,921	—	50,261	19.17
Puerto Rico	.....		.....	.....
Philippine Islands	8,200	+	8,190	.....
Total	220,121	—	42,071	16.05
Total All Classes:				
United States	419,369,234	+	11,637,874	2.85
Puerto Rico	3,518,375	—	929,835	20.90
Philippine Islands	13,936,987	—	1,134,186	7.53
Grand Total	436,824,596	+	9,573,853	2.24
Little Cigars:				
United States	12,658,613	—	3,234,854	20.35
Puerto Rico	250,000	—	150,000	37.50
Philippine Islands	.....		.....	.....
Total	12,908,613	—	3,384,854	20.77

Little cigars—12,908,613, a decline of 3,384,854, or 20.77 per cent.

Large cigarettes—288,342, a loss of 358, or 0.12 per cent.

Snuff—3,106,057, a decline of 78,912 pounds, or 2.48 per cent.

Manufactured tobacco—24,994,224, a loss of 2,423,691 pounds, or 8.84 per cent.

Outside the two leading classifications of cigars, the other classes lined up as follows for the month:

Class B—3,640,210, a loss of 2,913,987, or 44.46 per cent.

Class D—2,958,142, a loss of 387,076, or 11.57 per cent.

Class E—220,121, a loss of 42,071, or 16.05 per cent.

Following is the complete report:

	May, 1936		Increase or Decrease Quantity	Per Cent.
Cigarettes:				
United States	12,024,856,900	+	316,100,440	2.70
Puerto Rico	520,000	+	80,000	.....
Philippine Islands	600	—	92,250	.....
Total	12,025,377,500	+	316,088,190	2.70
Large Cigarettes:				
United States	268,342	+	19,642	7.90
Puerto Rico	20,000	—	20,000	50.00
Philippine Islands	.....		.....	.....
Total	288,342	—	358	0.12
Snuff (lbs.):				
All United States	3,106,057	—	78,912	2.48
Tobacco Mfd. (lbs.):				
United States	24,994,224	—	2,423,691	8.84
Philippine Islands	.....		.....	.....
Total	24,994,224	—	2,423,691	8.84

Internal Revenue Collections for May

Source of Revenue	1936	1935
Cigars	$ 1,036,265.07	$ 1,016,087.91
Cigarettes	36,076,857.93	35,134,985.64
Snuff	559,090.24	573,294.53
Tobacco, chewing and smoking	4,499,104.54	4,935,690.51
Cigarette papers and tubes	88,042.09	65,401.73
Miscellaneous, relating to tobacco	43.70	493.65
Tobacco sale tax	.....	20,656.93

U. S. Withdrawals for May

1921	555,497,120	1928	541,500,682
1922	569,208,725	1929	572,412,549
1923	575,915,851	1930	523,775,163
1924	553,319,526	1931	467,299,661
1925	514,509,040	1932	368,553,366
1926	507,253,431	1933	371,372,981
1927	540,873,508	1934	380,449,937

Cigars Near 2 Billion Mark

Gain for First Five Months Nearly 100 Million; Cigarettes' 58½ Billion Total an Increase of Over 5 Billion

THINK of 12,883 twentieths of cigars smoked in a single day. Or 25,765 fortieths. Or 128,828 five-packs. Or 644,139 cigars. A lot of cigars, you'll say. It is, for a single day. But those figures do not represent the total number of cigars smoked in a day. On the contrary, they mean that there were that many more cigars smoked each day during the first five months of 1936 than during the corresponding period last year.

As you may well imagine, the actual number of cigars smoked was much more impressive, broken down into trade units: 261,160 twentieths; 522,321 fortieths; 2,611,606 five-packs; 13,058,028 cigars each day!

That is one of the encouraging facts revealed by the *Tobacco World's* analysis of its figures compiled from the releases of the Tobacco Merchants Association.

The grand total of all classes of cigars was the imposing figure of 1,984,820,205, and the gain was the equally impressive one of 97,909,130, or 5.2 per cent.

	1st 5 Months 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	1,696,476,815	+	104,971,448	6.7
Puerto Rico	13,409,720	—	5,649,635	29.6
Philippine Islands	69,374,815	—	15,823,635	18.6
Total	1,779,261,330	+	83,497,858	4.9
Class B—				
United States	18,829,643	—	4,893,567	20.6
Puerto Rico	322,250	—	313,450	49.2
Philippine Islands	131,566	—	73,587	35.9
Total	19,283,459	—	5,280,684	21.5
Class C—				
United States	172,597,014	+	19,693,496	12.9
Puerto Rico	166,500	—	36,750	18.1
Philippine Islands	52,058	—	15,378	22.8
Total	172,815,572	+	19,641,368	12.8
Class D—				
United States	12,412,871	+	191,013	1.6
Puerto Rico	.....		.....	....
Philippine Islands	12,480	+	11,553	....
Total	12,425,351	+	202,566	1.7
Class E—				
United States	1,029,923	—	156,490	13.2
Puerto Rico	.....		.....	....
Philippine Islands	8,580	+	8,420	....
Total	1,038,503	—	148,070	12.5
Total All Classes:				
United States	1,901,345,256	+	119,804,802	6.7
Puerto Rico	13,898,470	—	6,091,035	30.5
Philippine Islands	69,577,479	—	15,894,637	18.6
Grand Total	1,984,820,205	+	97,909,130	5.2

The total for cigarettes was 58,559,920,250, which was a gain of 5,309,824,923, or 9.9 per cent.

In fact, every classification of tobacco products registered a gain during the first five months of the year, with the single exception of large cigarettes.

Among the cigars, Class A led in volume of gain, its total of 1,779,261,330 being 83,497,858, or 4.9 per cent. above last year.

But Class C again led in percentage of gain, its increase of 19,641,368 over the 172,815,572 total of the period last year representing 12.8 per cent.

Class D recorded a slight gain of 202,566, or 1.7 per cent.

Classes B and E declined.

Snuff just managed to stay on the plus side, with a gain of 76,470 pounds, or one-half of one per cent.

The total of manufactured tobacco was 128,743,468 pounds, a gain of 2,515,627 pounds, or 2 per cent.

Following are the comparative accumulated figures for the five months' periods of the two years:

	1st 5 Months 1936		Increase or Decrease Quantity	Per Cent.
Little Cigars:				
United States	76,154,239	+	1,797,545	2.4
Puerto Rico	922,400	—	177,600	16.1
Philippine Islands	.....		.....	....
Total	77,076,639	+	1,619,945	2.1
Cigarettes:				
United States	58,558,022,170	+	5,310,140,593	10.0
Puerto Rico	1,670,200	+	408,200	32.3
Philippine Islands	227,880	—	623,870	73.2
Total	58,559,920,250	+	5,309,924,923	9.9
Large Cigarettes:				
United States	981,391	—	54,451	5.2
Puerto Rico	116,000	—	24,000	17.1
Philippine Islands	.....		.....	....
Total	1,097,391	—	78,451	6.7
Snuff (lbs.):				
All United States	16,334,318	+	76,470	0.5
Tobacco Mfd. (lbs.):				
United States	128,743,466	+	2,515,628	2.0
Philippine Islands	2	—	1	....
Total	128,743,468	+	2,515,627	2.0

Teamwork Has Helped Tobacco Retailers

By Wm. A. Hollingsworth

THE most outstanding accomplishment of the Retail Tobacco Dealers of America is the development of friendship between previously warring factions. The negotiations leading to peace between these conflicting elements was greatly assisted by the advent of NRA, and the Tobacco Retailers' Code. Prior to the Association's existence, the trade was oppressed by hatreds, destructive intrigues and an insane belief that competitors should be driven out of business by cut-throat attacks. During the past three years the Association has been instrumental in replacing hatreds with friendships, intrigues with co-operation, and mistrust with confidence. These past three years may be said to form the first chapter of the reconstruction period in the retail tobacco industry. Because your Association has been successful in promoting the gospel of fair play and the advancement of legislation designed to spread harmony and benefits throughout the tobacco trade, it has acquired prestige in other retail lines as well as the retail tobacco trade.

On May 27, 1935, the blow fatal to all codes was struck. The Supreme Court of the United States declared the National Recovery Act unconstitutional. And so, the two years of building and advancement in our industry received a severe set-back. Price-cutting crawled from its hiding place on its belly, but it didn't take long for it to again take over the driver's seat which it now shares with its despicable brother, "The Loss-Leader."

Last year we assembled in Boston for our Third Annual Convention and out of it came the resolve and mandate to take the lead in correlating a legislative program which would establish real and permanent protection for the tobacco retailer.

While working out a campaign for protective legislation, a real effort was made to stabilize the immediate destructive situation by voluntary fair trade agreements. These efforts met with unusual success insofar as cigarettes were concerned, but the already unsteady cigar situation broke completely with the passing of the code, and it now appears that only legal authority can set it right. These voluntary agreements didn't come into being out of thin air. They required a tremendous amount of effort, and they were only possible because your National Association was in a position to enlist the support of the Allied Retail Trades so often termed "alien purveyors" of tobacco products.

It is a pleasure to report that many of these voluntary agreements are still in force and working satisfactorily, but it is all too obvious that voluntary agreements will never solve the difficulties of the retail tobacconist. At best, they are no more than opiates which serve to relieve temporarily the sufferings which steadily grow worse. Even today too many trade areas are paralyzed by unfair trade practices to justify the claim that the tobacco industry is able to regulate itself.

Even if it were possible to effectuate perfect regulation and co-operation within the ranks of the tobacconists, one must never forget that tobacco products are retailed by many so-called alien purveyors over whom the tobacconists have little or no control. That voluntary agreements serve a useful purpose goes without saying, but they will not solve the tobacco retailer's present or future difficulties. Thus, while your Association has encouraged and worked for voluntary agreements, it has also given careful and continued study to plans and methods which show promise of effecting a permanent solution and cure. During these past several months you might have felt impatience concerning the time consumed in designing a proper instrument to effectuate a solution and cure for your problems. Be assured your patience will be rewarded.

Months of labor has produced a plan which will definitely prohibit the evil of price-cutting, and furthermore, rapid and progressive strides have been made towards its legal adoption in many trading areas. The plan developed demands the enactment of both federal and state laws prohibiting selling below invoice cost plus overhead and the outlawing of "loss-leader" sales. It provides for legislation on a three-fold front, namely: Amendment to the Federal Trade Commission Act to give the Federal Trade Commission power to regulate merchandising practices affecting interstate transactions; enactment of uniform state fair trade laws for the regulation of intrastate sales; passage of a federal enabling act, permitting reciprocal agreements between states having fair trade laws.

Retail business, in the main, is conducted within the confines of state borders, and so the foremost concern of the three types of law described is with that of uniform state laws. It is the opinion of many able authorities on constitutional law, that the certain road to protection against unfair trade practices in the distributive field can be reached only through State Legislation. True, the federal laws are also needed so that merchandise shipped in interstate commerce will not disrupt the protection afforded by the state laws, and, once having attained uniform state fair trade acts, Congress will be quick to realize the need for assisting protection from the federal government.

In our effort to secure state laws, we, of necessity, had to take on state functions. Our strategy is to promote the passage of a model fair trade act in the big industrial states. Having succeeded in these states, the others will quickly follow. With that in mind we set about drafting a law for New York State.

FREQUENT meetings at the Association's offices were held during the fall of last year, and groundwork was laid for the proposed model Fair Trade Bill. You must appreciate that a matter as important in scope as this undertaking requires a great deal of thought and preparation and cannot be accomplished in steam-roller fashion. You can well understand that many things had to be mulled over and over again so that all concerned could be assured that their labor would produce a truly model bill. The work was by no means completed after the lay members of the committee concluded on the frame work of the bill. The legislative group, composed of some of the leading constitutional lawyers in New York State, the chairman of which is Siegfried F. Hartman, counsel of your Association, were vested with the responsibility of drafting the bill. The attorneys worked long and hard, and the proposed bill as finally approved by them and the lay members of the committee had the benefit of the experience of a great many learned authorities, all of whom are in accord as to its practicality and constitutionality.

During all this time much progress was made in enlisting the support of the industrial and administration leaders of New York State. The proposed bill was publicly advocated by a prominent administration official for the first time when Attorney General John J. Bennett in an address delivered in Albany on October 1, 1935 at a conference convened by Governor Lehman said, "After careful study, I now recommend the creation of a new State agency to be called 'The New York State Trade Commission.' Then it would be possible for honest business men to compete on an equal basis with all their competitors. With a State body available to enforce fair trade and ethical business practices, peace and orderliness should take the place of chaos."

Aided by the encouragement and support of Attorney General Bennett and many others the committee was enabled to continue the advance of your cause and finally after months of preparation and planning the "Distributive Trades Commission Bill", on March 3d of this year was introduced in the New York State Legislature by Senator Livingston.

The bill proposes the creation of a distributive trades commission to be appointed by the Governor, with powers to prohibit and prevent unfair, fraudulent and deceptive trade practices. "Loss-leader" sales are specifically forbidden. In substance the other business practices prohibited include all acts in connection with the sale or offer for sale or inducement to purchase merchandise, which are characterized by fraud, misrepresentation or deception. The commission is given broad powers of subpœna and investigation and the right to issue temporary as well as permanent cease and desist orders. By the terms of the bill, the courts are given power to enjoin acts prohibited by the orders of the commission and enforce them by contempt proceedings. Additional teeth are supplied by making violations subject to heavy monetary penalties. Briefly summarized the bill offers the following three way protection:

1. It protects the consumer against fraudulent, deceptive and misleading selling and advertising practices.

2. It protects retailers and wholesalers against destructive price-cuting and against other unfair dishonest methods of competition; and, by so doing,

3. It protects the men and women employed in the distributive trades against wage reductions and loss of employment.

Having succeeded in introducing the bill, there lay ahead the most difficult hurdle—that of corralling the necessary support to bring about its passage. Unfortunately, the time element placed it at a disadvantage. The bill was introduced much too late in the session. Its delayed introduction was not due to any neglect but rather to the time consumed in securing assent for its every provision from all the retail trades affected, and the circulating of the numerous corrections of the draft. The draftsmen worked at top speed but were unwilling, and rightly so, to sacrifice the contents of the bill for time. This legislation is too important, too vital to permit the presentation of a bill which does not measure up to the highest standards. In its final form and as introduced it is believed the Livingston Bill embodies as near as possible the ideal provisions which have for their purport the elimination of the unscrupulous tradesman.

From the time the Livingston Bill was introduced until the adjournment of the legislature, your Association's activities never slackened. A great many meetings were held, one of which was attended by representatives of 150 trade and civic organizations in New York City, for the purpose of acquainting the retail trade with the bill and its objectives. Explanatory material was sent to all of these organizations, as well as others throughout the State. Resolutions passed by several hundred trade associations in the State endorsing the Livingston Bill were sent to the members of the legislature. Your president made a number of trips to Albany to confer with Assemblymen and Senators in order to acquaint them with the bill and to win their support. While some of the members of the legislature were hesitant to commit themselves with respect to the technique employed to accomplish the purposes of the bill, all of these approached expressed accord with its objectives. There can be no doubt about this bill becoming a law in New York State if the dealers there properly co-operate with the other retail trades for its passage. Bills of this kind do not slip through with the regular run of legislation. They are only won by perseverance and through education showing their need.

A meeting of Allied Retailers' Association of New York State, composed of some of the leading state and local trade associations was held, and your president was constituted chairman of its Fair Trade Committee and of its organizing committee in order to plan a state-wide campaign for the Livingston Bill, and organize the retail trade associations of New York State on a permanent basis.

As you know the New York State legislature adjourned without passing on the "Distributive Trades Commission" Bill much to the disappointment of all those who worked for its passage. But it would be unreasonable to feel discouraged in any wise. Many considerations made it an almost impossible task to have had the bill brought out of committee and to a vote. In the first place, the legislature had before it such an unprecedented amount of legislation of extreme importance involving major political issues that it was unable to give the proper consideration to the bill. This doesn't mean that the bill wasn't important, but rather that matters of a political nature took precedence. Another reason for its non-consideration was the fact that

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the bill was introduced so late in the session, the cause for which delay has already been explained. Furthermore, necessary funds to undertake a thorough and forceful campaign were not forthcoming and to have crossed swords with the powerful opponents of this bill with unequal weapons was about the surest way to secure its defeat. All of these things contributed to prevent legislative action on the bill.

But future consideration looking for its successful passage will not be hampered by these obstacles. The element of time will be conquered for the proposed bill is a completed document; the political situation will be met; and all that remains is the establishment of a sufficient treasury to support a six months' campaign for its acceptance, spreading information about the bill to the public, to the members of the legislature, to the retail trade and to the retail employees, so that when the legislature convenes in 1937 there will have developed a united retail front of such strength and importance that the legislators will find it impossible to ignore the need for this well-balanced measure.

Do not infer from the emphasis placed on the proposed "Distributive Trades Commission Bill" for New York State that New York State is the only concern of your Association. On the contrary, the legislative program calls for action on all fronts,—the adoption of the model bill by as many state legislatures as possible, supplemented by federal laws to aid state enforcement. The reason for devoting so much time in promoting the model bill in New York is one of strategy. The State of New York, because of its importance, is the logical center for all progressive legislation affecting industrial enterprise. Once you have spelled success in New York, the other states are certain to follow.

Despite the little time remaining before adjournment, the model bill was introduced in the Rhode Island Legislature. It was referred to the Judiciary Committee, and your president and your counsel made several trips to Providence to appear before this committee. Though we had but little time to marshal our forces, the bill, as introduced, was passed by both houses of the Rhode Island Legislature on May 1, 1936, the last day of the legislative session. The bill was then sent to Governor Herbert O. Brigham for his signature, but to our great surprise was vetoed by him on May 6. We are unable to explain the reason for this veto, but we are confident that at the next session of the Rhode Island Legislature the model bill will become law.

THE next year should determine many things for tobacco retailers as well as for small enterprises generally. The foremost problem confronting us is, shall small businesses such as you conduct have equal opportunity for a life of moderate prosperity or be driven into the swirling vortex of destruction? Whether or not the tobacco retailers meet this challenge to their future existence and welfare, depends upon their ability to correlate their forces and bring to bear, through national, state and local organizations, the power of united action for the common good of all.

Convention A Thorough Success

FOURTH Annual Convention of the Retail Tobacco Dealers of America, Inc., which was held on June 11, 12 and 13, at the Hotel Pennsylvania, New York City, was a memorable one, not only from the viewpoint of attendance, but also from that of accomplishment.

"One of our underlying thoughts in connection with this Convention," said Wm. A. Hollingsworth, president, "was to reduce to a minimum the number of speeches at the convention. All of us have attended conventions in the past and we know from our experience that except for a few headliners, very few of the speakers have an attendance sufficiently large to justify the speaker's efforts. Our convention program called for no such speeches whatsoever, other than the annual report of the president, and the opening of the convention by Louis Klein of Cleveland, the Convention Chairman."

Jacob Youngman of Fremont, Ohio, won a free trip to the convention as the oldest retailer in the United States from point of service.

The effort of Retail Tobacco Dealers of America to find the oldest tobacco retailer seems to have been a very successful one. More than fifty retailers throughout the country entered the little contest and a good many of them have been in business for a half century or more.

Mr. Youngman at the age of seventy-three, is in his sixtieth year as an active tobacco retailer. He is very well known in his town. Mr. Youngman's store still supports a wooden Indian, of a really ancient vintage for which he has been offered $1200. He has refused to accept any offers because he likes his store to retain the old cigar store flavor.

The Distributive Trades' Luncheon was held on June 11. Some 250 trade associations in the retail and wholesale field, the members of Congress, of the Assembly, and of the State Senate of the New York district, various consumer organizations, and a number of outstanding civic personalities, were invited.

The speakers at the luncheon were Grover A. Whalen, Sullivan W. Jones, assistant coordinator for industry, and Mr. Hollingsworth. Mr. Whalen, who is president of the New York World's Fair, has long interested himself in retail problems, both as a merchant and as a citizen, and he has long been a champion of Fair Trade Tobacco Practices in the retail field. Sullivan Jones in his activities for labor and as an official of the federal government has continuously sought improvement for small enterprises.

Officers were elected as follows: President, Wm. A. Hollingsworth; Executive Vice-president, Louis Klein; Treasurer, Arthur S. Meyer; Secretary, Eric Calamia.

Directors: Eric Calamia, New York, N. Y.; George R. Curtis, Baltimore, Md.; Clifford M. Dawson, Buffalo, N. Y.; Harold C. Dean, Wilmington, Del.; Benjamin Deutsch, Hoboken, N. J.; N. D. Eubank, Atlanta, Ga.; Bernard Garfinkel, Chicago, Ill.; James Head, New York, N. Y.; Harry Hess, Kansas City, Mo.; Wm. A. Hickey, Davenport, Iowa; Wm. A. Hollingsworth, New York, N. Y.; Harry W. Johnson, St. Paul, Minn.; Samuel Katz, New York, N. Y.; Louis Klein, Cleveland, Ohio; Clarence H. Marshman, Springfield, Mass.; John Maute, Chicago, Ill.; T. R. McMullen, Los Angeles, Calif.; Arthur S. Meyer, New York, N. Y.; R. Carl

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issued 1929 — JULY 1, 1936 — Prepared twice a month

PHULOFAX

(The Retailer's Friend)

SAYS

Said the dealer BEFORE Father's Day—"If I don't get some box business on cigars by reason of Father's Day, it won't be because I didn't go after it."

Said the dealer AFTER Father's Day—"I sure did get some box business on cigars by reason of Father's Day because I DID go after it."

—o—

Another aftermath of Father's Day—this dealer writes, "With every box of cigars sold for Father's Day, I politely told the purchasers that if not entirely satisfactory, I would gladly refund money or exchange for any other merchandise in my store . . it was just a word or so of added assurance that I wanted to give service and satisfaction to every customer . . . I sold 41 boxes of cigars and NONE CAME BACK!"

—o—

To all who went after box business on cigars on Father's Day — Phil needn't urge you to go after box business EVERY DAY.

To all who didn't go after box business on cigars on Father's Day—Phil does urge you to go after box business THIS VERY DAY.

—o—

Here's one from the Sunny South—"Is the increased consumption of cigars due to some people smoking more cigars or more people smoking some cigars?" Phil's answer is "BOTH."

—o—

"Frenzied Finance — or A Year's Supply of Cigars (1300) Free and $1.75 Profit Besides" article which appeared in a recent issue of Bayuk Bulletin has evoked a world of interest and discussion . . . Phil has had the article reprinted and glad to send a few to all who make request.

—o—

"Should I collect old bill before making delivery of another order or deliver another order and then try to collect the old bill?"

Phil will refer this intelligent question to Alex Smart, if he can be located. Any one know where he is?

—o—

WANTED—A Good Idea

for a sales stunt or window display that will sell cigars by the box for the Fourth of July holiday. No, *don't* send your brain storm to Bayuk Bulletin. If you are a retailer, use the idea yourself. If you are a salesman, pass it along to your customers. Big reward (in increased sales) for the right idea.

—o—

Phil M. Phulofax* D. B. I.

*Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

THE POSSUM TROT STOREKEEPER KNOWS THE PULLING POWER OF A POSTER WELL DISPLAYED

"Ef it wasn't so blame much trouble I'd take that thar poster down. Folks come askin' fer them seegars til a fellow cain't git no rest a-tall."

ANOTHER "TRUE CONFESSION"

By a Cigar Salesman

Two stories by cigar salesmen which appeared recently in the Bulletin has encouraged me to write my own "true confession."

I sell for a cigar manufacturer you would all know if I gave the name, and I have always flattered myself that I am a fair to middling good salesman. But a month or so ago I had an experience that certainly made my face red and incidentally did me a lot of good.

It was late one Saturday. I had just finished what I thought was a pretty good week's work. I had made my average number of calls, I was up to my quota on sales, and had put up a little better than my average of posters and top-case displays.

I was passing the office of a large jobber who handles my line, and decided to drop in and see a friend of mine (Jones, we'll call him) who sells for this firm.

"Well, Jonesey old boy," I greeted him, "what kind of a week did you have?"

"Not bad," replied Jonesey. "You'll be glad to know I got some good orders for your cigar." He flipped open his order book. I ran my eye down the items. I should say he *hadn't* done badly! He had sold just about as many of my brand as I had. I saw too, from his notations, that I had shaded him only a trifle on posters and top-case displays. But that wasn't what burned me up. Jones is a good man and it's no disgrace to be tied or even beaten by him.

No, what made my face red was some other items I saw. So many boxes of chewing gum, so many dozen cob pipes—candy, pencils, work gloves, even a few barrels of root beer. His order book looked like an excerpt from a Sears-Roebuck catalog or the inventory of a general store. Yes sir, while I was pluming myself on doing a pretty good job on a single brand of cigars, old Jonesey had equaled my record, and in addition had sold a list of items as long as your arm.

"Good work, old man!" I slapped him on the back, but I'm afraid my voice sounded a bit hollow. Truth to tell, I was downright jealous. At the same time I was doing some fast thinking: "If you were to put the steam behind your one brand that Jones puts behind the list he has to sell—maybe you'd really sell some cigars."

Next Monday morning I started out, resolved to show myself what I could do. By Saturday night I had piled up one of the best week's records I had ever made. And I've been doing pretty well ever since. I'm just passing this story along for whatever it may be worth to any of my fellow salesmen.

FROM A SALESMAN'S NOTE BOOK

By GEORGE T. EAGER

Facts and figures on the actual results of various sales methods are always helpful. The following article refers to the grocery trade. But salesmanship is salesmanship whether we are selling sugar, shoes or cigars. Our thanks to The Bell Syndicate, Inc. and The Evening Bulletin (Philadelphia) for permission to reprint this story.

How should a salesman selling to grocery stores start his call to get the best results? Should he tell a good story or begin with some general conversation? Should he politely wait for a busy grocer to speak first? Should he start putting up displays and take a grocer's order afterwards?

A food distributing company whose salesmen carry 22 items and average 38 calls a day decided to get the facts by finding out what each method brought in actual orders.

An analysis of 770 calls showed that the salesmen who started with general conversation secured average orders of 93 cents per call. The men who started by showing their merchandise average $1.78 per call. The men who waited for the dealer to speak to them average $2.04 per call.

Those who started in by putting up signs and displays averaged $2.62. Those who looked at the dealer's stock and guessed at his requirements averaged $2.77. But the men who went behind the counter and made an accurate count of the dealer's stock and talked to the dealer on the basis of facts brought in an average order of $7.03 per call.

In other words the starting point of successful selling is to know more about some part of a customer's business than he knows himself. Telling a customer what he needs and backing up statements with facts which the customer cannot deny, makes for that feeling of confidence which is the foundation of all good selling.—(© 1936.)

BAYUK BRANDS BUILD BUSINESS

Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

TIGHT BINDING

Mitchell, Washington, D. C.; H. J. Moffett, New York, N. Y.; W. G. Patterson, Birmingham, Ala.; Charles W. Pian, St. Louis, Mo.; John F. Snyder, Buffalo, N. Y.; Harry A. Tint, Philadelphia, Penna.; Moe Weinstein, New York, N. Y.

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Progress Board Holds Big Meetings

JOSEPH KOLODNY, secretary, and George B. Scrambling, treasurer, of the National Association of Tobacco Distributors, went to Boston on Wednesday, June 10, 1936, to attend a dinner tendered to Joseph P. Manning, head of the Joseph P. Manning Company, Boston, Mass., by the City of Boston. Mr. Manning is chairman of the Board of Directors of the National Association of Tobacco Distributors.

He was honored by the city on the occasion of his twenty-fifth anniversary as president of the City Hospital of Boston. The principal guests included the principal officials of the City and State government, as well as many prominent civic leaders.

Mr. Kolodny stated: "The N. A. T. D. takes special pride and feels signally honored that such a high tribute has been paid to one of its officials by the people of Boston. Mr. Manning is frequently referred to as the kindly sage of the New England jobbing fraternity and I am sure that appellation fits him perfectly."

The third meeting of the Cigar Progress Board took place at the Palmer House, Chicago, Ill., June 15, 1936 at seven o'clock. Mr. Albert Pines, of J. Pines & Sons, presided as chairman. A rather prolonged discussion of the manifold phases of the Cigar Promotion Plan ensued and several very constructive suggestions were made from the floor. It was a most enthusiastic and inspiring gathering of manufacturers, distributors, salesmen and various classes of retailers.

Among the out-of-town visitors were: Alex Schwartz, vice-president of the NATD, of Keilson Cigar Company, Cincinnati, Ohio; J. Renz Edwards, director of the NATD, of F. S. Edwards Tobacco Company, Kansas City, Kansas, and Carl Leidersdorf, director of the NATD, of Lewis-Leidersdorf Company, Milwaukee, Wisc.

A meeting of the salesmen, manufacturers, and distributors of the State of Maryland, District of Columbia, and adjourning areas was held at the Association of Commerce Building, Assembly Hall, Baltimore, Md., June 19th, at seven o'clock.

A number of representative retailers have been designated to membership on the Cigar Progress Board as follows: Clifford M. Dawson, 614 Ellicott Sq., Buffalo, N. Y.; Fred Griffith, Vanderbilt Hotel, New York City; William Hickey, Hickey Brothers, Davenport, Iowa; Harry W. Johnson, First National Bank Building, St. Paul, Minn.; Louis Klein, 1300 Euclid Avenue, Cleveland, Ohio; Neal Rush, Liggett Drug Co., 2 Park Avenue, New York City; John Maute, 173 West Madison Street, Chicago, Ill.; T. R. McMullen, 1969 Los Angeles Avenue, Los Angeles, Cal.; W. G. Patterson, 317 Massey Building, Birmingham, Ala.; Eric Calamia, Reinhard Bros., 29 Maiden Lane, New York City; William A. Hollingsworth, Retail Tobacco Dealers of America, 233 Broadway, New York City; Vincent Connors, United Cigar Stores, Inc., 330 West Forty-second Street, New York City.

Gift to President Opens Father's Day

"THANK YOU very much for the fine cabinet and the excellent cigars contained therein, presented as a Father's Day gift through my son, James. I am indeed delighted to have them and appreciate your thought of me on this occasion." In those words, President Roosevelt expressed his thanks in a personal letter to Joseph Kolodny, Administrator of the Cigar Progress Board, for the Board's gift of a chest of 500 cigars.

The presentation to James Roosevelt was made on June 8 in the presence of photographers, newsreels and reporters from leading national news services and metropolitan dailies. The picture of the ceremony was later exhibited as an exclusive Paramount newsreel feature throughout the United States.

Thus, while for many years industries have endeavored to promulgate Father's Day, the Cigar Progress Board—with one bold stroke through three of the most modern medias of publicity—newspapers, magazines and newsreels—brought to 70,000,000 American weekly threatre-goers the vivid fact that Father's Day is an important holiday and that cigars make an appropriate gift.

James Roosevelt, eldest son of the President, accepted the first gift commemorating Father's Day in behalf of the First Father of the Land. The Cigar Progress Board, donors of the gift, represent over three million Americans engaged in the tobacco industry.

The gift is symbolic of the finest traditions of the American cigarmaker's art. It consists of a variety of 500 carefully selected cigars in an unusual humidor especially constructed of solid mahogany, copper-lined and equipped with scientific humidifying apparatus.

Mr. Roosevelt expressed his appreciation for the sincerity and thoughtfulness shown his father by the cigar industry. The presentation was made by Allan C. Davis, President of the National Association of Tobacco Distributors. The committee, representing all branches of the cigar industry was headed by Joseph Kolodny, Administrator of the Cigar Progress Board; and included William A. Hollingsworth, representing the Retail Tobacco Dealers of America; E. A. Kline, and Melville Regensburg, cigar manufacturers; and a number of leaf tobacco growers which group included farmers and packers.

THE big spenders make the best customers and they like to trade where their individual tastes are considered important. They want El Producto in their size and shape. Go after this business with an up-to-the-minute assortment of El Producto.

G. H. P. Cigar Co. Inc. Phila., Pa.

EL PRODUCTO Cigars
for real enjoyment

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

VENDING MACHINES

ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

TOBACCO WORLD

The National Tobacco Business Monthly

A GOOD ADVERTISING MEDIUM

The chest is a solid mahogany cigar humidor holding five hundred cigars—fifty each of ten different sizes. The humidor rests on a mahogany table which is equipped with rollers so it may be conveniently and easily wheeled around a dinner or banquet table to enable each guest to select his own favorite size.

The humidor and table are three feet high and two feet wide. The humidor is copper lined with humidifying pads which are moistened with water to keep the cigars in good condition.

The face of the copper lining contains the following inscription: "Presented to FRANKLIN D. ROOSEVELT, President of the United States, on the occasion of FATHER'S DAY, June 21, 1936."

The top of the humidor is of inlaid mahogany highly polished with a center piece of ebony in which are imbedded—in solid silver—the initials "F. D. R."

THE Interstate Commerce Commission recently released its decision covering the application of the rail carriers for permanent continuation of the Emergency Charges that were authorized in 1935, became effective on April 18, 1935, and were to expire on June 30, 1936. In this decision the Commission has denied the carriers' application, but has agreed to another temporary extension of six months, with certain reductions on some commodities. The effect of this decision will be to continue the present emergency freight charges on your traffic (except as noted below) until December 31, 1936.

The emergency freight charges on *unmanufactured leaf tobacco* has been entirely eliminated. In this connection, it will be recalled that efforts to eliminate these surcharge rates on raw leaf tobacco from the original order made by the I. C. C. in 1935 have proved unsuccessful. But, as already indicated, this item has now been abrogated.

Another item of interest to manufacturers is the reduction to 10 cents per net ton of the emergency charge on coal. At the present time there is an emergency charge of 15 cents on all coal where the rail rate is over $1.50 per net ton, and also on all tidewater coal to North Atlantic ports and on lake-cargo coal. This is a reduction of 5 cents per ton on all coal on which you have been paying an emergency charge of 15 cents.

It seems very doubtful, comments the Traffic Bureau, Tobacco Merchants Association of the U. S., whether the carriers will be able to secure a further extension of these emergency charges, but of course they may make some attempts for individual rate increases to supplement their revenues.

PICK & PAT
in "PIPE SMOKING TIME"
with
DILL'S BEST YELLOW JACKETS
under the leadership of Bennie Krueger and the
FOUR MODEL SMOKERS,
the Landt Trio and White
COLUMBIA BROADCASTING SYSTEM
COAST-TO-COAST MONDAY NIGHTS
Tune in with the increasing sales of . . .

DILL'S BEST and MODEL TOBACCOS

TOBACCO AMONG LEADERS

TOBACCO manufacturers were third in the volume of advertising expenditures in 1935 in magazines, newspapers and radio combined, being topped only by automotive and food manufacturers, and second to automotive manufacturers in newspapers alone.

Fifteen companies in the tobacco group spent a total of $31,912,036, of which the newspaper investment was $24,245,000. To magazines went $4,519,428, and to radio $3,147,608.

Fifty-five automotive companies had combined expenditures of $56,811,875. Of this newspapers received $34,515,000.

Fifty-eight food manufacturers spent $37,908,510. The newspaper share was $16,015,000.

The next two classifications were alcoholic beverages and railroads.

These findings were revealed in an estimate released by the Bureau of Advertising of the American Newspaper Publishers Association. The study covered 387 national advertisers. Those advertisers were included whose newspaper expenditures were $50,000 or more, and whose magazine investments exceded $20,000.

TOBACCO INDUSTRY EMPLOYMENT

EMPLOYMENT in the tobacco industry, as shown by statistics of the Bureau of Labor, for the month of March were as follows: Chewing and smoking tobacco and snuff factories during the month of March, 1936, showed employment at 66 per cent., which was 1.6 per cent. gain over the preceding month, but a decline of 2.6 per cent. when compared with March, 1935. These factories had payrolls at 66.2 per cent. during March, 1936, a gain of 1.7 per cent. over the preceding month and a decrease of 2.2 per cent. when compared with March, 1935.

Cigar and cigarette factories during March, 1936, showed employment at 54.6, a gain of 1.1 per cent. over the preceding month, and a decline of 2.6 per cent. when compared with March, 1935. These same firms had payrolls at 42.2 per cent., an increase of 3.7 per cent. over the preceding month and 2.4 per cent. increase when compared with March, 1935.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotches
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

CIGAR BOXES
Tel. Algonquin 4-9532 Established 1873
NIC. ALTHAUS CO
637-641 EAST 17 ST, NEW YORK

"A business that isn't worth advertising ought to be advertised for sale".

THREE POPULAR LEADERS
By P. Lorillard Co., Inc.

OLD GOLD
America's Smoothest Cigarette

UNION LEADER
Smoking Tobacco
The Great American Smoke

BEECH-NUT
Chewing Tobacco
Quality Made It Famous

10¢ & 15¢ 10¢ TINS

SCHLEGEL
LITHOGRAPHING
CORPORATION

BROADSIDES
BOOKLETS
LABELS

WINDOW
DISPLAYS
DIRECT MAIL

SCHLEGEL BLDG.
374-380 Second Ave.
NEW YORK
Algonquin 4-9226-7

COUNTER
DISPLAYS
CARTONS

CAR
CARDS
POSTERS

AUTOKRAFT
CIGAR BOXES

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

CIGAR PROGRESS BOARD MAKES PROGRESS

By Joseph Kolodny

IN recent years, industry has been drastically transformed. Mechanical production has largely replaced hand labor. As a consequence of mass production, the necessity has arisen for mass distribution, which in turn has made necessary national advertising of trade-marked products. This has resulted in a high degree of standardization of these products. The same article—when nationally advertised—is sold in relative quantities in every city and state of the Union. As the advertising appropriation for the respective article was increased and a larger consumer demand created, the effectiveness and importance of the distributor's service and that of his salesmen has greatly declined. As a matter of fact, you and I have heard many people say that the jobber is about to pass out of existence; that the salesman is merely an order-taker. Such an attitude on the part of people is not good for us because it seriously jeopardizes our capability of earning a livelihood. It gravely impairs our economic security. It undermines our peace of mind!

Now, this cigar project, for the first time in the history of our industry, presents an opportunity to all of us salesmen or jobbers to demonstrate to everybody that we are a potent force; that we are capable of performing a real service; that we are an indispensable and inseparable part of the system of modern distribution of products; that we are appreciative of the fact that unless our industry is prosperous, our employer cannot be prosperous; and that we, as salesmen, cannot be prosperous unless our employers are prosperous.

Thus, really, my fellow salesmen, in helping the Cigar Progress Board, we are really doing something for ourselves. We are merely protecting our own position. What we are called upon to do is really very little. All of you who have put up the first posters realize that affixing three posters every ten days is practically no work. You also realize that to spend a minute or two daily with a prospective consumer trying to convince him that cigars offer enjoyment, solace, repose, contentment, the appearance of refinement and good taste—adds pleasure to your daily work.

So, let us, my friends, refute the contention that any project which depends upon the wholehearted cooperation of many persons is destined to failure. I consider it a poor commentary on human beings. I eternally proclaim and maintain that any activity that depends upon co-operation, effort, good-will, conscientiousness of human beings will suceed and—so it will.

SERVES THE INDUSTRY

OUT in Seattle, Wash., R. O. Fielding edits a tobacco trade journal called "Smoke." We think it is a splendid contribution to the cigar and tobacco industry, and we are always pleased to see it in the mail of THE TOBACCO WORLD. It is always refreshing and undoubtedly serves a most useful purpose in the territory which it covers. And we mean that every issue is doing something for the tobacco industry.

The Tobacco World

CZECHOSLOVAKIA REPORTS

THE most expensive cigarettes in Czechoslovakia are made from Oriental, or aromatic, tobacco. "Virginia" cigarettes are a blend of Virginia and Turkish tobacco, and are said to approach American cigarettes in taste, but according to regular users of American cigarettes, are of poorer quality. Low-priced cigarettes are made, to a large extent, from domestic tobacco. The most popular, lowest-priced cigarettes are made from domestic light-colored tobacco, blended with tobacco from Yugoslavia. Domestic tobacco is used in only four brands.

The Monopoly manufactures ten kinds of tobacco for pipe smoking, among which are "Americky Lulkovy", containing only foreign tobaccos—Burley, Manila and Java; "Maryland", which contains Maryland, Manila and domestic growth; "Favorite" which consists exclusively of Virginia tobacco, and "Special Mixture", containing 50 per cent. of Virginia and 50 per cent. of Burley, Kentucky, Java and Latakia. A special type of pipe tobacco is made principally from Russian, with domestic tobacco added. Ordinary pipe tobacco consists of domestic growth, with a small addition of foreign tobacco. Furthermore, two kinds of pipe tobacco are said to be made on British and American manufacturing processes.

Cigars are exclusively hand-made, the finest from Havana, and others from blends. The especially aromatic cigar "Virginia" (called "Virzinka"), which is provided with a straw stem, is made entirely of Virginia tobacco. A filler of Virginia tobacco is also used for the "Virginosa" cigar. In contrast to this, the "Havana Virginia" and the "Brazilian Virginia" have the same shape and a straw mouthpiece as the "Virzinka", but are not manufactured of Virginia tobacco, being made either of Havana or Brazilian tobacco, as their respective names indicate. The low-priced cigars Kratke (meaning "short"), and Cigarillos, have a filler containing a mixture of Java, Manila and Brazil tobacco. At the present time, twenty-six kinds of cigars are manufactured.

In manufacturing snuff, Virginia tobacco (purchased specially for this purpose), foreign tobacco powder, Turkish and South-Tyrolese (Austrian) leaf tobacco and domestic tobacco are used. The manufacturing process is very complicated and takes about twelve months. At present, four kinds of snuff are produced: Rape (Rappee), Radica, Snupavy Jemnosrnny (fine snuff) and Snupavy Hrobozrnny (coarse snuff).

NEW CAMEL PROGRAM

AN HOUR-LONG program starring Rupert Hughes as master of ceremonies, Benny Goodman's "swing" band, and Nat Shilkret's orchestra, will be inaugurated on Tuesday, June 30th, from 9:30 to 10:30 P. M., E. D. S. T., when the Camel Caravan moves to Hollywood for a summer series over the nation-wide Columbia network. The program will be heard each Tuesday thereafter at the same time.

The final broadcast of the present Camel series, with Walter O'Keefe and Glen Gray's Casa Loma Orchestra, was on Thursday, June 25th. O'Keefe has gone on the air for Camel cigarettes for two consecutive years. The Camel Caravan is sponsored by the R. J. Reynolds Tobacco Co. William Esty and Co. is the agency.

Have you joined
the Spruce parade?

Or are you still straggling?

To be sure you have the best
SPECIFY SPRUCE
FOR YOUR BOXES

Consult your Cigar Box Manufacturer
or

UPTEGROVE LUMBER CO.
15 Washington St. Newark, N. J.
Cigar Box Lumber for 63 years

Established 1886
"BEST OF THE BEST"

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

155 John Street, N. Y. City Industria 144, Havana, Cuba

HAVANA TOBACCO

ROTHSCHILD-SAMUELS-DUIGNAN, INC.

Harry S. Rothschild, President
Lee Samuels, Vice-President
Milton Samuels, Vice-President
Chas. W. Duignan, Sec. and Treas.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

TRANSFERRED REGISTRATIONS

SUNSET TRAIL:—30,107 (Tobacco World). For cigars, cigarettes and tobacco. Registered May 12, 1914, by the Moehle Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by W. A. Huber, Barnesville, Ohio, and re-transferred to H. W. Crum, Barnesville, Ohio, February 10, 1932.

SUNNY CLIME:—12,277 (Trade-Mark Record). For cigars. Registered December 14, 1892, by Price & Spatz, Reading Pa. Transferred to the Petre Litho. Co., New York, N. Y., and re-transferred to A. Bazarte, Jr., Philadelphia, Pa., June 8, 1930.

CINTA AZUL:—21,087 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered November 7, 1910, by Tampa Cuba Cigar Co., Tampa, Fla. Through mesne transfers acquired by John B. Leto, Tampa, Fla., and re-transferred to Joseph M. Lobo, Tampa, Fla., June 15, 1936.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

RETAIL TOBACCO DEALERS OF AMERICA, INC.

WILLIAM A. HOLLINGSWORTH, 233 Broadway New York, N. Y. ..... President
CLIFFORD N. DAWSON, Buffalo, N. Y. ..... Executive Vice-President
JAMES C. THOMPSON, Chicago, Ill. ..... Treasurer

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

ABE BROWN, 408 Market Street, Newark, N. J. ..... President
JOSEPH FREEMAN, 615 West 150th Street, New York City.. First Vice-President
FRANK SOBEL, 72 Williams Street, Newark, N. J. ..... Secretary
ALBERT FREEMAN, 25 West Broadway, New York City ..... Treasurer

THE NATIONAL ASSOCIATIONS OF TOBACCO DISTRIBUTORS, INC.

E. ASBURY DAVIS, Baltimore, Md. ..... President
JOSEPH KOLODNY, 200 Fifth Ave., New York, N. Y. ..... Secretary
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer

UNITED STATES TOBACCO DISTRIBUTORS ASSOCIATION

JOHN F. BROWN ..... President
HERMAN H. YAFFE, 301 Fox Building, Philadelphia, Pa ..... Secretary

RETAIL CIGAR STORE ASSOCIATION OF PHILADELPHIA

MORRIS LEVITONE ..... President
SAMUEL MAGID, 2301 N. Mervine St., Philadelphia, Pa. ..... Secretary

SERVES LIGHTED CIGARETTES

CAPITALIZING on the need of driving safety and the growing frequency of auto accidents due to momentary inattention of drivers fumbling for cigarettes and light, an ingenious dashboard accessory serving lighted cigarettes is now being marketed. The Serv-A-Lite, manufactured by Telemotor Corporation, 260 Fifth Avenue, New York, and distributed through recognized channels, is a single unit combining humidor for holding standard pack cigarettes, an automatic dispenser and lighter, and a handy ash receiver. It is attachable to any car.

The unbreakable case is attractively finished in tasteful, harmonizing colors. The device is clamped to any dashboard in the best mounting position for that given car as indicated in instruction sheet, by means of an ingenious clamp requiring no tools, holes or fuss, in three minutes. There is no marring or scratching of dashboard, no alterations. A clip snaps on one of the ammeter binding posts under dash, establishing electrical connections.

Pressing the magic button lights a cigarette evenly all around, and delivers it ready for smoking. There is no fumbling or dangerous distraction for the car driver. An indicator tells when the cigarette container is empty. The heating element is made of a newly developed alloy.

HAVANA RIBBON, LONDRES, REDUCED

EFFECTIVE June 15th, Bayuk Cigars Incorporated announced a reduction in the price of Havana Ribbon, Londres shape, from 5 cents to 3 for 10 cents. The retail price on Havana Ribbon, Perfecto Extra, is not changed by the reduction on the Londres shape. Introductory campaigns are now being carried on in a number of territories in the Middle West and Pacific Coast, but due to limited production the sale for the present will be confined to those territories where introductory campaigns are now in progress.

Reports from distributors and dealers indicate that the public, who formerly knew Havana Ribbon, Londres, as one of the largest selling cigars in the country, are already responding to the reduction on the Londres shape.

CHICAGO'S CIGAR GROUP

A NUMBER of Chicago business men have been designated to membership to the Regional Progress Post of Chicago—a division of the Cigar Progress Board. This group, with headquarters in Chicago, will administer the Cigar Progress activities in Chicago.

Those elected are: Samuel Grossman, chairman, representing distributors, Chicago Tobacco Company, 419 South Halsted Street; Louis Eidnes, representing chain stores, Walgreen Drug Co., 744 Bowen Avenue; Adam Elson, representing manufacturers, Nathan Elson & Company, 198 Wells Street; William O'Neil, representing salesmen, J. F. Bambas & Co., 2714 West Twenty-second Street; Joseph A. Loeser, representing retailers, L. & I. Rubovits, 332 La Salle Street; John Maute, representing retailers, W. F. Monroe Cigar Company, 173 West Madison Street.

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TOBACCO WORLD

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In This Issue

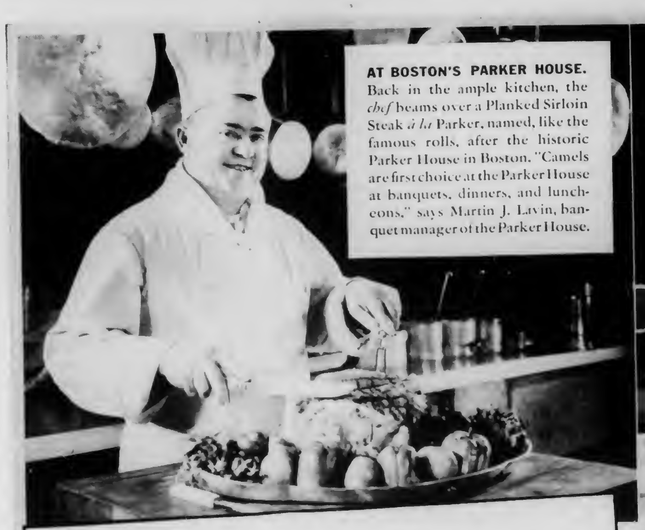
THREE MONTHS' PROMOTION BOOSTS CIGARS
By Joseph Kolodny

"LUCKY SWEEPSTAKES" BIG BUSINESS

CIGARETTE SMOKING HITS ALL TIME HIGH

ALL TOBACCO PRODUCTS GAIN IN JUNE

THE TALK OF THE TRADE



AT BOSTON'S PARKER HOUSE. Back in the ample kitchen, the *chef* beams over a Planked Sirloin Steak *à la* Parker, named, like the famous rolls, after the historic Parker House in Boston. "Camels are first choice at the Parker House at banquets, dinners, and luncheons," says Martin J. Lavin, banquet manager of the Parker House.

MRS. ETHEL ARNOLD says: "I smoke Camels. I enjoy my food more and digest it better."

TONY MANERO, Open Golf Champ: "I had good digestion as my ally. I'm a Camel smoker."

Those who enjoy the goodness of Camel's mild, ripe, costlier tobaccos with meals and after say:

"for Digestion's sake — smoke Camels!"

COSTLIER TOBACCOS

One of life's most enjoyable experiences— the pleasure Camels add to eating!

YOU surely have noticed how much you enjoy eating when you are free from care. For mental strain, worry, and rush interfere with digestion, slowing down the natural flow of the digestive fluids.

Notice how much of the zest for eating is restored when you smoke Camels at mealtime. Each Camel helps to increase the flow of digestive fluids... alkaline digestive fluids... so necessary to well-being.

Enjoy Camel's mild and costly tobaccos whenever you like. Experience the cheery "lift"—the aid to digestion—the sense of well-being that Camels bring.

Camels do not get on your nerves or rasp your throat. Camels set you right!

● **Camels are made from finer, MORE EXPENSIVE TOBACCOS ...Turkish and Domestic... than any other popular brand.**

Copyright, 1936, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

HOBART B. HANKINS—*Editor* *Associate Editor*—JOHN CLEARY

THE TOBACCO WORLD

Vol. 56 AUGUST 1936 No. 11

"Life's work well done,
Life's race well run.
Life's work well done,
Then comes rest."
John Mills.

PROBABLY one of the most difficult things in the business of writing is to compose an editorial on the passing of a friend whom we held in high respect and sincere affection.

The passing of our good friend Richard (Dick) T. Tanner, brings in addition to the grief of his passing and the loss of a personal friend, an appraisal of his work.

During our twenty years and more in the tobacco trade journal field, no man has done more to create advertising for all tobacco trade publications than did Mr. Tanner. Naturally his own publication came first but he always had a good word for his competitors. And he was always generous in his recommendations of other tobacco publications as well.

In this way he did much to not only encourage tobacco trade journal advertising, but he brought the truth home to many of his customers that "It Pays To Advertise".

The extraordinary editions which he was responsible for producing month after month attest to his indefatigable courage and effort.

Over a period of years he did for his publication, "TOBACCO", something that no other tobacco trade journal business manager has ever done in the history of the industry.

And in his unceasing effort to create these special editions he was in fact advertising the entire tobacco trade publication field, and from which the entire group derived some benefit.

We of the tobacco trade publication group have lost a splendid friend, and our sincere sympathies go to the bereaved family and the publishers of "TOBACCO" for the great loss which they have suffered in Mr. Tanner's death.

▲

WE have just received from the Tobacco Merchants Association an analysis of the withdrawals of cigars for consumption to the end of the fiscal year June 30, 1936.

It is gratifying to note that while the class A cigars increased more than 6 per cent., this entire increase was in the United States inasmuch as the Puerto Rican cigars in this class fell off more than 12½ per cent. and the class A cigars from the Philippine Islands decreased approximately 5¼ per cent.

Class B cigars showed a loss in the United States as well as in Puerto Rico and the Philippine Islands.

Class C cigars declined two-fifths of 1 per cent.

Class D cigars show an increase of something more than 1 per cent., while class E cigars increased 8 per cent.

Taking into consideration all classes, the total increase for the fiscal year in cigar production for the United States, Puerto Rico, and the Philippine Islands amounted to 5.18 per cent.

Little cigars declined almost 8 per cent., while cigarettes increased almost 10½ per cent.

Snuff showed a gain of almost 1½ per cent., while manufactured tobacco gained almost 2 per cent.

Taken as a whole this is a rather favorable showing in view of business conditions during the past fiscal year.

Cigar withdrawals for the month of June as furnished by the Tobacco Merchants Association set forth the following facts:

Class A cigars in the United States gained 14.01 per cent., whereas class A cigars in Puerto Rico declined 56.09 per cent. and those from the Philippine Islands 24.68 per cent.

Class B for the United States and possessions shows a decline of 17.15 per cent.

In class C the United States showed a gain of 3.08 per cent. with slight increases in Puerto Rico and the Philippine Islands bringing the total up to 3.10 per cent.

Class D for the month of June gained 12.28 per cent. in the United States and with an additional increase from the Philippine Islands this percentage is brought up to 12.77 per cent.

Class E cigars declined 11.58 per cent. in the United States with a total decline in that class of 11.69 per cent.

However, the total increase for the month of June including the United States and its possessions is 10.32 per cent.

Little cigars fell off more than 20 per cent., while cigarettes gained more than 15.50 per cent.

Snuff increased more than 21.50 per cent. and manufactured tobacco increased more than 4 per cent.

▲

IT MUST be encouraging to the cigar manufacturing industry to note the activities of Joseph Kolodny, administrator of the Cigar Progress Board. Mr. Kolodny is covering all parts of the country with unusual speed. His present tour of the industry takes him as far west as Los Angeles, and knowing the unusual amount of energy that Joe is putting into cigar promotion meetings it may be safely predicted that his trip across the country will be highly productive in the way of increased cigar sales.

Probably one of the most interesting of the many projects which he is undertaking on behalf of the Cigar

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

Progress Board is the setting up of a program offering eight free scholarships to students of college age for the best slogans, essays, poems, or posters which will convey the pleasures to be derived from cigar smoking. This scholarship contest offers a wide latitude to the participants so far as subject matter is concerned, and it is anticipated that there will not only be a large number of entries but that there will be some valuable and usable ideas developed by these contestants.

The American Students' Foundation will act as the judges of the entries and will award the prizes as well. Attention is called to the fact that this contest closes on September 15, 1936.

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WE HAVE been fishing for many years in fresh waters, bays, in the surf, and even deep sea fishing, and we have used almost every kind of bait and lure, including some unusual ones. But our contemporary, *The Canadian Cigar and Tobacco Journal*, passes out a new one.

It relates the story of a southern Ontario tobacconist who soaks a pound and a half of tobacco in a gallon of soft water for three days. Then after mixing it well he gets a can of worms and pours some of this mixture over the worms and lets it stand over night.

The next night, before he goes fishing, he pours off the liquid. When these tobacco-soaked worms hit the water it is claimed that the fish simply can't resist the lure, and that the perch and catfish almost jump in the boat to get at the worms.

It's a good story, anyway. We have never tried tobacco as a fishing lure yet, but we might give it a try before the season is over.

▲

IN a search for tobaccos resistant to disease, seed from the more than 600 samples collected by the Bureau of Plant Industry in Mexico, Central America and northern South America is in test plantings at Arlington Farm near Washington and at cooperating agricultural experiment stations in tobacco states.

The region where the seed was collected undoubtedly is the native home of the tobacco plant, says Dr. E. E. Clayton, tobacco disease specialist in the Department of Agriculture. But this is the first systematic effort to collect and test some of the innumerable types and varieties that have existed there for centuries. From these many varieties, Dr. Clayton believes, we may find tobaccos which will resist wildfire, blackfire, mosaic, mildew (blue mold), wilt, stem rot, black shank, root knot, and black root rot—diseases which cause huge losses each year.

The collectors were Dr. W. A. Archer and Raymond Stadleman of the Bureau. In their explorations of more than a year they went into all sorts of out of the way places and used all means of travel from an airplane to dugout canoes paddled by Indians. They found tobacco plants with flowers from purest white to deepest red, some of the plants with fifty-five to sixty leaves. Tobacco flowers in this country are pink and the plants seldom have more than twenty-five leaves.

Among the 600 seed samples now growing in the experimental plots are a number of distinct and unusual types, such as the "lenguillo", getting its name of "little tongue" from its narrow, pointed leaves; the "mije", a semi-wild plant that bears small, circular leaves; the "copan" that has been in continuous cultivation since the time of the Spanish conquest, and the "Chaquilmoi" tobacco growing so high that the Indian laborers object to harvesting it.

It is planned to maintain this collection in the Department so that different varieties will be available as new problems arise and new characters are required in breeding work. Cooperating agricultural experiment stations are the Coastal Plain Station at Tifton, Ga.; the Pee Dee Station at Florence, S. C.; the North Carolina station and the North Carolina Department of Agriculture at Raleigh and Oxford, and the stations at Greenville, Tenn., Marlboro, Md., Madison, Wis., Amherst, Mass., Windsor, Conn., and Lancaster, Pa.

To collect the 600 seed samples the explorers visited not only the large commercial plantings, but out of the way places where Indians maintain original strains of tobacco under primitive methods of culture. They obtained seed from tobaccos once cultivated, that now grow wild in the mild climate. They visited tiny plots of no more than a dozen plants, the year's supply of an Indian. They were in a village so remote that the cured tobacco can be shipped out more cheaply by airplane than by mule train. The plane trip takes two hours; the mule trip three weeks.

Tobacco varieties now cultivated in the United States are nearly all descended from three or four seed collections introduced early in the seventeenth century. Little effort has been made to look for other varieties, since these original tobaccos have proved reasonably satisfactory. But recent losses from disease made it apparent that if resistance could be obtained from plants introduced from the original home of tobacco, the effort would be worth while.

▲

AS WE go to press word is received of the death of Angel L. Cuesta, Sr., at his home in Tampa, Florida. He was a pioneer cigar manufacturer in the United States and held large interests in both Tampa and Havana. Death was caused by bronchial pneumonia. He was 87 years of age and originally came from Asturias in Spain, where he was a shepherd boy.

When he was about 10 years old he became an apprentice cigarmaker in Havana and later went to Key West, New York, and Tampa. As the head of Cuesta Rey y Ca in Tampa, he became pre-eminently successful. From time to time he revisited his home in Asturias and was decorated on three occasions by Alfonso XIII. From very small beginnings he built up a splendid reputation for his clear Havana and other brands which are distributed today from coast to coast.

He was an excellent judge of tobaccos and for many years did his own buying in Havana and the provinces.

He is survived by Angel Cuesta, Jr., and several other children.

Cigars Show 10.32% Gain

And Cigarettes Establish a New All-Time High for Withdrawals in June; All Tobacco Products Up

WITH cigars showing a gain of 10.32 per cent., cigarettes a gain of 15.59 per cent., large cigarettes a gain of 59.05 per cent., snuff a gain of 21.54 per cent., and manufactured tobacco a gain of 4.19 per cent., June, 1936, proved solidly substantial for all but one of the classifications of tobacco products. Little cigars alone registered a decline from June of last year.

Among cigars Class A was the outstanding performer, it is learned from the Tobacco Merchants Association's supplement to the *Tobacco Barometer*. The Class A total of 414,984,710 for the month compared with 372,077,595, an increase of 42,907,115, or 11.53 per cent. The gain in United States cigars alone was 42,907,115, or 14.01 per cent. This was reduced in the total by losses of 56.09 per cent. from Puerto Rico and 24.68 per cent. from the Philippines.

Class C was next in volume of gain, its total of 42,625,738 comparing with 41,344,090—an increase of 1,281,648, or 3.10 per cent. The net gain here was helped by a gain of more than 100 per cent. from the Philippines, although there was a loss from Puerto Rico.

Class D gained 389,196, or 12.77 per cent.

Classes B and E registered losses.

Cigarettes established a new all-time high in June. The withdrawals showed taxes paid on 14,009,018,150 cigarettes, compared with a previous record for one month of 13,318,000,000. The month's total compares with 12,120,004,467 for the same month last year, an increase of 1,889,013,683, or 15.59 per cent. Imports from Puerto Rico numbered 200,000 in June, against 280,000 in the same month of 1935. Imports from the Philippines amounted to 103,800, against 36,300.

Large cigarettes in the United States showed 218,220 against 143,642 last June. Large cigarettes from Puerto Rico were 50,000 against 20,000. And there were no large cigarettes from the Philippines this year, against the 5000 last year.

Snuff production was 2,993,334, compared with 2,462,808, a gain of 530,626 pounds, or 21.54 per cent.

Chewing and smoking tobacco production totaled 26,480,690 pounds, compared with 25,416,402, a gain of 1,064,288 pounds, or 4.19 per cent.

Cigars:	June, 1936		Increase or Decrease Quantity	Per Cent.
Class A—				
United States	401,469,715	+	49,337,890	14.01
Puerto Rico	2,107,685	—	2,692,465	56.09
Philippine Islands	11,407,310	—	3,738,310	24.68
Total	414,984,710	+	42,907,115	11.53
Class B—				
United States	4,585,057	—	913,976	16.62
Puerto Rico	102,100	—	53,550	34.40
Philippine Islands	4,357	—	3,420	....
Total	4,691,514	—	970,946	17.15
Class C—				
United States	42,583,310	+	1,274,220	3.08
Puerto Rico	25,000	—	1,750	....
Philippine Islands	17,428	+	9,178	....
Total	42,625,738	+	1,281,648	3.10
Class D—				
United States	3,422,287	+	374,296	12.28
Puerto Rico	.....		.....	....
Philippine Islands	15,000	+	14,900	....
Total	3,437,287	+	389,196	12.77
Class E—				
United States	251,371	—	32,936	11.68
Puerto Rico	.....		.....	....
Philippine Islands	.....	—	330	....
Total	251,371	—	33,266	11.69
Total All Classes:				
United States	452,311,740	+	50,039,494	12.44
Puerto Rico	2,234,785	—	2,747,765	55.15
Philippine Islands	11,444,095	—	3,717,982	24.52
Grand Total	465,990,620	+	43,573,747	10.32
Little Cigars:				
United States	14,555,720	—	3,372,800	18.81
Puerto Rico	100,000	—	400,000	80.00
Philippine Islands	.....		.....	....
Total	14,655,720	—	3,772,800	20.47

Cigarettes:	June, 1936		Increase or Decrease Quantity	Per Cent.
United States	14,008,714,350	+	1,889,026,183	15.59
Puerto Rico	200,000	—	80,000	....
Philippine Islands	103,800	+	67,500	....
Total	14,009,018,150	+	1,889,013,683	15.59
Large Cigarettes:				
United States	218,220	+	74,578	51.92
Puerto Rico	50,000	+	30,000	....
Philippine Islands	.....	—	5,000	....
Total	268,220	+	99,578	59.05
Snuff (lbs.):				
All United States	2,993,334	+	530,526	21.54
Tobacco Mfd. (lbs.):				
United States	26,480,682	+	1,064,280	4.19
Philippine Islands	8	+	8	....
Total	26,480,690	+	1,064,288	4.19

Internal Revenue Collections for June

	1936	1935
Cigars	$ 1,103,511.70	$ 1,007,425.10
Cigarettes	42,028,066.14	36,360,241.28
Snuff	538,800.28	443,305.49
Tobacco, chewing and smoking	4,766,653.67	4,576,445.52
Cigarette papers and tubes	80,787.31	83,044.64
Miscellaneous, relating to tobacco	155.97	551.60
Tobacco sale tax	.....	2,131.52

U. S. Withdrawals for June

1921	618,495,102	1928	575,995,733
1922	615,264,023	1929	556,746,375
1923	591,514,124	1930	519,599,166
1924	562,731,556	1931	517,513,659
1925	569,743,013	1932	400,406,156
1926	576,561,866	1933	418,570,386
1927	576,527,570	1934	404,455,760

Nearly 2½ Billion Cigars

Six Months' Gain More Than 140 Million, While Increase of Over 7 Billion is Made by Cigarettes

IF YOU want to get an idea of how many more cigars were smoked each day during the first six months of this year, as compared with the corresponding period of last year, just think of them in trade units. Think of 15,453 twentieths—or 30,906 fortieths—or 154,530 five-packs. All of which means that no less than 141,392,877 more cigars were smoked each day during the first half of 1936 than during the first half of 1935.

The total number of cigars smoked each day during the first half of this year was 13,392,415. That number represents 267,848 twentieths, or 535,696 fortieths, or 2,678,480 five-packs. Which is a whale of a lot of cigars each day.

Those figures stand out in The Tobacco World's analysis of the accumulative compilation of releases each month from the Tobacco Merchants Association.

The grand total for all classes of cigars was 2,450,811,825. This compared with 2,309,418,948 for the first six months of last year, a gain of 141,392,877, or 6.1 per cent. The gain was all in United States cigars. In fact, the United States gain was 169,844,296, or 7.3 per cent., losses from Puerto Rico and the Philippines reducing the net.

The total for cigarettes was 72,568,938,400, compared with 65,367,569,744, a gain of 7,198,938,606, or 11.0 per cent.

Every classification of tobacco products continues to show a gain, with the single exception of little cigars.

Snuff was up 606,996 pounds, or 3.2 per cent.

Manufactured tobacco increased 3,579,915 pounds, or 2.4 per cent.

Among the cigars, Class A continued, of course, to lead in volume of gain, its total of 2,194,246,060 comparing with 2,068,840,767 last year, registering a gain of 125,405,293, or 6.1 per cent.

Class C, however, had a higher percentage of gain. Its total for the six months was 215,441,310, compared with 194,518,294, a gain of 20,923,016, or 10.7 per cent.

Class D gained 3.9 per cent. Its total was 15,862,638, compared with 15,270,876, an increase of 591,762.

Class B and E declined.

	1st 6 Months 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	2,097,946,530	+	154,309,338	7.9
Puerto Rico	15,517,405	—	8,342,100	35.0
Philippine Islands	80,782,125	—	20,561,945	20.3
Total	2,194,246,060	+	125,405,293	6.1
Class B—				
United States	23,414,700	—	5,807,633	19.9
Puerto Rico	424,350	—	367,000	46.4
Philippine Islands	135,923	—	76,997	36.2
Total	23,974,973	—	6,251,630	20.7
Class C—				
United States	215,180,324	+	20,967,716	10.8
Puerto Rico	191,500	—	38,500	12.4
Philippine Islands	69,486	—	6,200	8.3
Total	215,441,310	+	20,923,016	10.7
Class D—				
United States	15,835,158	+	565,309	3.7
Puerto Rico	.....		.....	....
Philippine Islands	27,480	+	26,453	....
Total	15,862,638	+	591,762	3.9
Class E—				
United States	1,281,294	—	189,426	12.9
Puerto Rico	.....		.....	....
Philippine Islands	8,580	+	8,090	....
Total	1,289,874	—	181,336	12.8
Total All Classes:				
United States	2,353,656,996	+	169,844,296	7.3
Puerto Rico	16,133,255	—	8,838,809	35.4
Philippine Islands	81,021,574	—	19,612,619	19.5
Grand Total	2,450,811,825	+	141,392,877	6.1

	1st 6 Months 1936		Increase or Decrease Quantity	Per Cent.
Little Cigars:				
United States	90,709,954	—	1,575,260	1.7
Puerto Rico	1,022,400	—	577,600	36.1
Philippine Islands	.....		.....	....
Total	91,732,354	—	2,152,860	2.3
Cigarettes:				
United States	72,566,736,520	+	7,199,166,876	11.0
Puerto Rico	1,870,200	+	328,200	21.3
Philippine Islands	331,680	—	556,370	62.7
Total	72,568,938,400	+	7,198,938,606	11.0
Large Cigarettes:				
United States	1,199,611	+	20,127	1.7
Puerto Rico	166,000	+	6,000	3.8
Philippine Islands	.....		5,000	....
Total	1,365,611	+	21,127	1.6
Snuff (lbs.):				
All United States	19,327,652	+	606,996	3.2
Tobacco Mfd. (lbs.):				
United States	155,224,148	+	3,579,908	2.4
Philippine Islands	10	+	7	....
Total	155,224,158	+	3,579,915	2.4

Cigarettes Hit New High

Expanding Production is Chief Factor in Continuous Growth of Tobacco Industry

THE most outstanding feature of the tobacco industry is the continual recording of new peaks in cigarette production. Ever since the low point reached in 1932, the output of cigarettes has advanced at the rate of about 9 billion per annum. New high records were established in 1934 and 1935 and the present year indicates another. The total for the calendar year 1935 at 135 billions exceeded that for 1930, the last prosperity high point, by 11 billions. The trend of cigarette output is almost exactly like that of electric power, a much younger industry.

The rise in cigarette use has not been accompanied by corresponding trends in the consumption of other tobaccos. The accompanying chart clearly indicates the inroads the cigarette has made in the use of cigars and other manufactured tobacco products (including snuff). On a per capita basis, the production (and presumably the consumption) of all other tobacco and especially of cigars has shown a gradual decline since 1920. The present cyclical upswing enjoyed by the cigar does not appear permanent when measured against the growth of the population. Among other factors, the current recovery of consumer incomes has worked toward slowing down the fall in the consumption of other tobaccos.

The popularity of the cigarette has risen mainly as a result of the war and the adoption of the smoking habit by women. This is the primary reason for the virtual doubling of the demand since 1920.

Since tobacco is habit-forming, demand is relatively stable, as the chart of per capita production reveals. Business depressions and lower living standards merely cause switching toward the less expensive forms. The depression has been the real cause of the growth in the sales volume of the 10-cent brand of cigarette from less than 4 billion to 12 billion in 1932. Likewise, the "roll-your-own" and smoking types of tobacco and the nickel cigar were more favored. This shift in demand has had slight effect on the well diversified companies manufacturing all kinds of tobaccos.

The rapid expansion of the manufacture of cigarettes has been accompanied by an almost equally rapid contraction in employment in the industry. While new high records were being made in production, new low records were being attained in employment. The accompanying graph of the Federal Reserve Board's index of tobacco production as compared with factory employment, as reported by the Bureau of Labor Statistics and adjusted for seasonal variation by the board, displays an ever increasing spread between the two curves. This evident anomaly may be attributed to a number of causes of which the chief are: (1) The decline in output in those branches other than cigarettes; (2) the fact that the cigarette contains a much smaller quantity of tobacco than the other superseded forms of smoking such as the cigar, so that (3) actual per capita consumption of tobacco today, estimated at six pounds is less than in 1929 or 1930.

By far the most important factor in the employment situation, however, is the development of labor-saving devices and machinery. The invention of machinery used in the processing of so-called manufactured tobacco first occurred in the Sixties and Seventies of the last century and the first successful cigarette machine was finally operated in the early Eighteen Eighties. It was not until after the World War, however that an automatic machine for making a complete cigar was practicable. A multiplicity of new automatic devices including wrapping and banding mechanisms have since been adopted by tobacco manufacturers, displacing many workers as well as lightening their tasks. Truly it could be boasted that most tobacco products are "untouched by human hands."

At first, the introduction of new machinery by enabling the expansion of output and lower costs and selling prices acted as a powerful stimulus to consumption of tobacco, so that the number of wage-earners in the industry advanced steadily through 1914, which represents the year of peak employment. According to census reports, the number of workers in the industry has declined ever since without one interruption from 178,872 to 87,326 in 1933.

Some idea of the extent of labor displacement in the tobacco industry may be obtained by the Bureau of Labor Statistics' study of technological change in the cigar business. The bureau estimated that machinery displaced 21,356 laborers in 1931 or more than 30 per cent. of the number of persons actually working in that year.*

One of the inevitable effects of improving technology is the increase in labor efficiency, which may be seen from Table I. The output per wage-earner increased steadily from 1923 through 1933, when the percentage increase over 1927 was 41.5. Labor pro-

Table I. Employment and Labor Productivity in the Tobacco Industry by Census Years (1927 = 100)

	1923	1925	1927	1929	1931	1933
*Wage earners:						
Cigarettes	111.9	100.8	100.0	97.8	93.2	104.3
Cigars			100.0	89.0	72.1	57.7
**Mfd. tobacco	124.2	114.5	100.0	82.4	87.2	77.9
Entire industry	113.1	102.1	100.0	89.8	77.1	67.5
Total physical production:						
Cigarettes	81.3	88.8	100.0	119.3	113.6	112.3
Cigars			100.0	99.8	83.7	68.7
**Mfd. tobacco	109.2	107.9	100.0	98.9	97.8	92.9
Entire industry	92.6	96.6	100.0	107.0	101.1	95.5
Product per wage earner:						
Cigarettes	72.7	88.1	100.0	122.0	121.9	107.7
Cigars			100.0	112.1	108.6	119.1
**Mfd. tobacco	87.9	94.2	100.0	120.0	112.2	119.3
Entire industry	81.8	94.5	100.0	119.2	131.1	141.5

*Average per year.
**Chewing and smoking tobacco and snuff.

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ductivity in the cigarette branch fell sharply in 1933 because of a rise in employment and a decline in output.

Aside from the displacement of labor and the increase in output and consumption and incidentally the nation's wealth and living standards, the machine has exercised an influence of overwhelming importance to the tobacco industry—it has changed the industry from the handicraft to the machine stage, it has concentrated production in fewer large factories located in rural districts (usually in the tobacco regions) as against a large number of small plants located in cities, it has enabled the advantages of mass production and huge fixed capital investments and has brought about, as a consequence extensive advertising to promote mass consumption. The machine is the foundation of the modern structure of the tobacco industry.

The manufacture of cigarettes is typical of most large-scale American industries serving the consumer. "Stabilization" of prices exists with extensive advertising campaigns being relied upon to foster consumption. The industry is highly concentrated with about forty establishments supplying the entire domestic market. Between 80 and 90 per cent. of the total volume of cigarette sales is accounted for by the four largest companies.

Advertising an Influence in Concentration

This tendency toward concentration is facilitated by huge advertising expenditures and by the heavy investment required in plant and inventories, both of which undoubtedly tend to discourage to some extent competition from smaller manufacturers. So far as the consumer is concerned, however, there are offsetting advantages. It is a common practice, for example, for the large companies to carry a three-year supply of tobacco for aging purposes. This, together with the usual economies inherent in large-scale production, has provided the public with a product of high quality at a price which could hardly have been achieved otherwise.

On the basis of the price to the manufacturer of about 5 cents a package of twenty cigarettes, the profit per package in 1934, according to testimony before a House committee, was 1.3 cents, or 27 per cent. for the leading companies. Inventory costs were slightly higher than profits, with advertising and selling expenses amounting to about one cent per packet.

With relative stability of wholesale prices, manufacturing and overhead costs and merchandising expenses, and with a constantly growing demand, the chief variable in the cigarette field is the price of raw tobacco. Thanks to the AAA, the price of tobacco has more than doubled since 1932. The invalidation of that experiment in agricultural planning has had but slight effect on raw tobacco prices, so that the only relief afforded by the Supreme Court's decision has been the return of the processing tax (which is in some doubt at present). Since the large cigarette companies carry a three-year supply to maintain uniform qualities, current inventories have been acquired from the higher-priced crops of 1933, 1934 and 1935. This, of course, has eaten into profit margins so that despite new sales records, earnings of the four largest organizations, American Tobacco, R. J. Reynolds, Liggett & Myers, and P. Lorillard have recovered only to their 1925 levels. In this regard one should note that the peak of cigarette company revenues arrived in 1931.

Table II. Advertising Expenditures of the Leading Tobacco Companies

	1934	1935
Liggett & Myers	$12,035,712	$11,221,660
Reynolds	9,749,506	9,206,178
American Tobacco	8,585,701	6,031,888
P. Lorillard	2,317,320	3,201,337
Philip Morris	399,036	658,990
Total	$33,087,275	$30,920,053

Includes magazines, national farm publications, radio and newspapers.

The outlays of the important cigarette companies for advertising have been large and have done much to increase the consumption of their products. Advertising has been of material aid in overcoming the early social disapproval of smoking by woman. Table II shows total advertising expenditures of five companies for 1934 and 1935. In both years Liggett & Myers has led the list with Reynolds and American Tobacco next in order. Total expenditures were more than $30,000,000 in each year, and the industry as a whole is the third largest newspaper advertiser in the country.

Such huge expenditures have a pronounced effect upon the showing of each company year by year. Table III shows that a particular advertising campaign which had caught the fancy of the public has paid dividends in increased sales. The Big Three have taken turns as the leading cigarette producer at least since 1929, the first year of this compilation.

The power of advertising is further evidenced by the remarkable rise in the sales of the products of Philip Morris, whose earnings as a result increased almost sixfold between 1933 and 1935. Another interesting development is the growth of the sales of the 10-cent brands which attained their popularity through the depression with the aid of the largest companies which raised their prices in 1931.

Table III. Estimated Sales of Leading Cigarette Brands (Billions)

	1929	1930	1931	1932	1933	1934	1935
Camel	40.0	38.0	33.0	24.6	26.5	32.0	37.0
Lucky Strike	36.4	42.6	44.6	37.0	37.5	33.5	32.0
Chesterfield	26.0	25.0	24.6	21.0	29.0	33.5	36.0
Old Gold	8.0	8.0	7.6	5.7	5.5	5.0	5.8
Philip Morris				*	*	2.8	3.8
Mentholated Brands				*	*	3.3	4.1
Combined 10c.				12.0	8.5	13.0	13.1
All others	8.6	6.0	3.7	3.3	4.8	2.5	2.8
Total	119.0	119.6	113.5	103.6	111.8	125.6	134.6

*Included in all others.
Source: Standard Statistics Company.

Clean Up Your Cigar Cases!

By Joseph Kolodny

WE ALL concede that—generally speaking—the consumer obtains at present greater value in cigars than at any other time in cigar history. Every manufacturer is producing cigars which for merit, quality, appearance and taste can hardly be equaled. We firmly believe that the average consumer who acquires a taste for present-day cigars will become a devoted and continual cigar smoker. Our campaign is sound; we have a product of exceptional value to offer the consumer.

Where do we fall short? In many instances it is in the improper display of cigars in many cigar cases. Now, my friends, let us be candid about it. This is an advanced, modern age. Progress has been made particularly in educating the public to the necessity of cleanliness, neatness and orderliness.

Where We Fall Short

Yet, what is happening in our own business? A vast number of cigar cases are covered with a lot of merchandise—some directly related; others entirely foreign to the cigar business. In a great many instances, the appearance of the cigars in the case is very disorderly and uninviting.

Now, my friends, a cigar may be put in the same class as food. We take it in our mouths; we taste it; we touch it with our lips, and we are not particularly anxious to ask for a cigar from a case that is either not attractive or where the cigars are not properly arranged, or the top of which is overcrowded and littered with many items. I fully appreciate that to clean up all cases is a formidable task. I feel, however, that if each of us would do a little each day, in suggesting to the retailer that he remove a number of items from the top to enable the consumer to look into the cigar case, and that if occasionally some of us will step behind the man's case and straighten out the cigars in the case, we will perform a great service to ourselves, to the industry, and chiefly to the retailer himself.

Of course, you might argue that you are selling one brand, and why should you be concerned with all the other brands in the cigar case? It may be logical, but it is not sound nor is it good business. Why? Because if the retailer sells more cigars; if he attracts more consumers to his store to buy cigars, he will sell more of your cigars and everybody else's. No matter how attractive your package may be, if it is submerged amidst a number of other unattractive packages it loses its eye appeal.

Respect Your Industry

Let us further stretch this issue. How can we expect the consumer to respect our industry if we do not respect it ourselves? We do not blame anyone nor find fault with anyone. To find fault is neither the purpose nor the business of the Cigar Progress Board. We are merely pointing out an evil and seeking ways and means for its correction. Won't you, therefore, in the course of your work, take a minute or two—here and there—and, whenever you come across a cigar case which lacks appeal, do one of these things: Either suggest to your customer to straighten it out; or else take off your coat, get behind the counter and put the case in shape. It is enjoyable work. Off the record, I am doing it very frequently in my own territory and my customers thank me for it.

This is the beginning of the vacation season. Many of you will be on vacation during July or August. I certainly hope that those of you who will go away will have a very enjoyable sojourn and that upon return to work you will embark upon your daily activities with renewed vim and vigor, and that in due time the results of this national movement to improve cigar business will rebound beneficially to all of us.

The winners of the slogan contest conducted under the auspices of the Cigar Progress Board and limited to salesmen representing cigar manufacturers and distributors, were selected by the judges on July 21st. Manifesting the popularity of the contest, more than 5000 different slogans were received, contributed by 1223 entrants. Some sent in as many as thirty different slogans, while others confined themselves to one or two.

Each of the five (5) winners receives a free week's vacation or equivalent to a week's salary up to $50. The winners together with their prize slogans are as follows:

"Smoke Cigars for Companionship—Serve Cigars for Friendship." Sidney Blum, Natural Bloom Cigar Co., New York;

"Wherever You Go, Wherever You Are, Find Real Pleasure in a Good Cigar." Morton G. Macks, General Cigar Co., Oakland, Calif.;

"Enjoy a Cigar Wherever You are." E. J. Beauchamp, F. A. Davis & Sons, Baltimore, Md.:

"The Perfect Host Will Always Toast: 'Gentlemen—Cigars.'" A Gardiner, Scranton Tobacco Co., Scranton, Pa., and

"There's Pleasure Ahead for the Man Behind a Good Cigar." Charles G. Mosely, Porto-Rican American Tobacco Co., Fort Worth, Tex.

The committee of judges which included a number of prominent advertising men was made up of the following: Joseph Kolodny, administrator, Cigar Progress Board; A. M. Dingwall, advertising director, *Esquire* (magazine); Edward Beckman, *Chicago Journal of Commerce;* Lawrence Hughes, associate editor, *Sales Management,* and C. B. Larrabee, editor, *Printer's Ink.*

Each slogan submitted was given a number and the judges spent many hours voting for their preferred slogans according to number. At the conclusion of the voting a count was made of the slogans receiving the highest number of votes, and in this manner the winners were selected.

The Cigar Progress Board will make excellent use of the winning slogans in its campaign to stimulate cigar consumption.

The first two months fully demonstrated the feasibility and practicability of the program. The response of the Industry was not ordinary. It was overwhelm-

(*Continued on Page 14*)

Census of Cigarette Manufacturers

CIGARETTE production in the United States in 1935 showed a 23 per cent. increase over 1933, according to preliminary figures of the Biennial Census of Manufacturers, announced today by Director William L. Austin of the Bureau of the Census, Department of Commerce.

Production in 1935 totaled 138,656,000,000 cigarettes compared with 112,742,000,000 reported for 1933, the last preceding Census year. Total f. o. b. factory value of cigarettes made in 1935 was $717,676,120, representing a gain of 29.7 per cent. over 1933 and of 7 per cent. over 1931. Wage-earner employment increased 8 per cent. with 22,544 reported for 1933 compared with 24,346 for 1935. Wage figures rose from $13,835,250 for 1933 to $18,238,690 for last year, a 31.8 per cent. increase.

Statistics for 1935, with comparative figures for 1933 and 1931, are given in the table on the following page. All 1935 figures are preliminary and subject to revision.

Summary for Cigarette Industry: 1935, 1933 and 1931

	1935	1933	1931
Number of establishments	26	27	40
Wage earners (average for the year)[1]	24,346	22,544	20,146
Wages[2]	$18,238,690	$13,835,250	$14,663,675
Cost of materials, containers, fuel, and purchased electric energy, and internal-revenue tax[2]	$637,643,150	$503,559,633	$555,048,846
Products, total value[2]	$802,201,226	$637,775,557	$759,389,235
Cigarettes[3]:			
Number	138,656,190,875	112,741,833,756	120,868,524,781
Value, including internal-revenue tax	$717,676,120	$553,238,107	$670,364,063
Other products, value	$84,525,106	$84,537,450	$88,925,172
Value added by manufacture[4]	$164,558,076	$134,215,924	$204,340,389

[1] Not including salaried officers and employees. The data for such officers and employees will be included in a later report. The item for wage earners is an average of the numbers reported for the several months of the year. In calculating it, equal weight must be given to full-time and part-time wage earners (not reported separately by the manufacturers), and for this reason it exceeds the number that would have been required to perform the work done in the industry if all wage earners had been continuously employed throughout the year. The quotient obtained by dividing the amount of wages by the average number of wage earners cannot, therefore, be accepted as representing the average wage received by full-time wage earners. In making comparisons between the figures for 1935 and those for earlier years, the possibility that the proportion of part-time employment varied from year to year should be taken into account.

[2] Manufacturers' profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, and advertising.

[3] The figures here given do not include data for the production of cigarettes by establishments engaged primarily in the manufacture of other tobacco products. This production as reported for 1933 amounted to 316,422,757 cigarettes, valued at $1,268,892. The corresponding figures for 1935 are not yet available, but will be included in a later report.

[4] Value of products less cost of materials, containers, fuel, and purchased electric energy.

Puerto Rico's Acreage Provisions

CODIFICATION of the 1936 Agricultural Conservation Program for the Insular Region to allow Puerto Rico tobacco farmers to receive a payment of $20 per acre for diverting up to 30 per cent. of their base tobacco acreage to protective, non-depleting cover crops has been approved by W. R. Gregg, Acting Secretary of Agriculture, the Agricultural Adjustment Administration has announced.

The new provisions with respect to tobacco acreage in Puerto Rico are substantially like the provisions that apply to tobacco farmers in the continental United States under the 1936 Agricultural Conservation Program.

Acreage diverted from tobacco in Puerto Rico in 1936, in order to qualify for payment, must be planted to protective, non-depleting cover crops, and the payment is limited to 30 per cent. of the base acreage for tobacco of the participating farm. No other payment is provided under the program for planting protective, non-depleting cover crops on diverted tobacco acreage. It is also provided that the operator of more than one tobacco farm cannot obtain the payment if the acreage of tobacco planted on any of his farms exceeds the base acreage for tobacco.

Approximately 15,000 tobacco farmers in Puerto Rico will be eligible to participate in the program with respect to soil conservation in connection with tobacco production.

Van Slyke & Horton, New Corporation

G. W. VAN SLYKE & HORTON, of Albany and Kingston, New York, manufacturers of cigars, with headquarters in Albany for over sixty-eight years, have sold their cigar manufacturing business together with their Kingston factory and operating equipment to a new corporation, G. W. Van Slyke & Horton, Inc. The officers of this new corporation will be: President, Thomas A. Horton; vice-president and treasurer, John Herlihy; secretary, Frank A. McNamee, Jr., who will constitute the board of directors.

G. W. Van Slyke & Horton, Inc., will continue to manufacture all the brands heretofore manufactured by G. W. Van Slyke & Horton and will carry on the business and policies of the old company.

The executives of G. W. Van Slyke & Horton, Inc., have long been associated with the old company as heads of the manufacturing and sales divisions.

The executive and sales offices will for the present be maintained at the same location as heretofore.

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issued 1929 — AUGUST, 1936 — *Prepared twice a month*

PHULOFAX

(The Retailer's Friend)

SAYS

Instead of going into tantrums because of the terrible, tormenting, torrid weather we've been having, why not argue why it is that in cold weather our left hand freezes quicker than our right hand? Phil says it is because our left hand is less active. Answer's wrong! Why is it? If we are looking for some more matters to fume and fuss about during these days of excessive heat, let's fight over some cold weather issue.

—o—

In some town out in the wild and woolly west where during the Winter the thermometer hit the lowest in the U. S., it hit the highest the other day. Forget the name of the town but that's not so important . . . the big moral is that the temperature does change from bottom low to peak high and so can the mental attitude of a buyer towards your product . . . Don't make one call and determine that "there's no chance to sell" . . . If a Buyer is worth going after at all, he's worth *keeping* after!

—o—

Before one can feel qualified to go after a bigger job, one should determine if he has *equipped* himself with the actual necessary qualifications to be *entitled* to the bigger job.

—o—

"Dear Phil: Thanks very much for that article 'The Big Little Things in Selling' that was in last issue of Bayuk Bulletin . . . it sure did throw a jolt into me . . . I can say 'ditto' to every word in that article . . . give us some more shots in the arm . . . we can take it"—so says A. R. C.

—and thanks to you, fellow. Shoot us in some topics and we'll give 'em a rasslin' anyhow.

—o—

Think it was Badwolf Burnside that passed this one on to Phil—"What is the best cigar OUT?" Hold your seats for the answer—"The best cigar OUT is the one that isn't lit." Help! Help! Help!

—o—

It was a small sign—about 11 x 14. It was set up right over the cash register — it read — "CIGARS BY THE BOX." Since it has been up, about three weeks, dealer reports having sold 7 boxes. Not very many? Dealer says he hasn't sold that many before in three months!

—o—

Push Five Packs — BUT wait a minute! Are you getting tired of hearing about pushing Five Packs? Well, Phil's only comeback is — "If you keep pushing Five Packs, you won't get tired SELLING Five Packs, will you?" Push Five Packs!

—o—

In case you didn't read the above paragraph, PUSH FIVE PACKS!

*Phil M. Phulofax**

D. B. L.

*Associated with BAYUK CIGARS INC., Philadelphia — Makers of fine cigars since 1897.

DON'T NEGLECT YOUR BEST CUSTOMER

Vacation Time is the time when cigars are easiest to sell by the box —and five packs go like hot cakes. What are *you* doing to speed up *your* box and five pack sales?

THE PENALTY OF SUCCESS

By J. D. L.

Since it's getting to be the fashion for salesmen to break down and tell all, I too have a guilty secret that I would like to get off my chest. I only hope none of the boys I work with guess my identity. If they do, I'm in for an unmerciful ribbing by real experts. But here goes.

Some weeks ago I attended a sales meeting at the home office. The boss had some pretty strong things to say about the sales force. The things he said were stronger than they were pretty, if you know what I mean. His theme song was "Success has made you soft." During the deepest part of the depression, according to the boss, we had been real *salesmen*, fighting for business against heavy odds—and *getting* the business. But now that our cigar had become established and business in general was better, we were just coasting along.

To hear the boss tell it, we were a lot of spineless jelly fish drifting along with the current. We were so soft that we were actually runny. Sitting there listening, I felt sorry for some of the other boys. I knew that my sales had shown a steady increase, and I wondered when the boss was going to call on me to get up and tell the assembled company just how a real salesman goes after business. Somehow or other, the boss didn't get around to it. "Well, anyway," I said to myself, "I know I've done a good job and the boss knows it. And that's all that really matters."

After the meeting the boss called me into his sanctum. "What did you think of my talk?" he asked.

"You were pretty rough on some of the fellows", I said. "But I guess maybe there are some of them who are inclined to rest on their laurels."

"And what about yourself?" he asked.

"Well," I replied with becoming modesty, "I guess my record speaks for itself. There's not a single month I haven't shown at least *some* increase."

"Yes," said the boss, "your record does speak for itself, but it doesn't speak so well for *you*. Back in 1932 and 33 you were hitting on all twelve cylinders and doing a real bang-up selling job. You were selling just about every last cigar your territory could take—and you were putting up posters and case displays like nobody's business. But for the past two years you have been simply skimming the cream and letting the milk go.

"If I didn't *know* you could sell, I wouldn't take the trouble to talk to you about it. But look here"—the boss pulled out my sales records for the past five years. True, they showed a steady rise from the low point of the depression—but looked at coldly, the rise was nothing to take your breath away. I'm not altogether a dummy. I could see that the boss was absolutely right and I told him so. It was perfectly evident that my increases were due to improved business conditions. If I had been working as hard during 35 and 36 as I had in 32 and 33 and 34, the picture would have been a lot different.

"Take a few days off and go fishing," the boss concluded. "And then when you get back on the job let's see some real action."

"I'll show you the action first," I said. "And go fishing afterwards."

I'm writing this letter from the shore. I've just had a grand day's fishing. Well, I guess we all need a good kick in the pants once in a while. During the depression, Old Man Hard Times was on the job to give us plenty. But now that he's gone into retirement, I'm thankful for a boss who knows how to deliver a good swift one where it will do the most good, and yet is human enough not to make it hurt too much. From now on, however, I'm resolved not to wait for the boss to do it. Periodically I'm going to take stock of myself. And if and when I find myself coasting I'm going to kick myself in the pants—*hard*.

"X. Y. Z." HAS A TALE TO UNFOLD

Editor Bayuk Bulletin—

Dear Sir: I have been very much interested in your series of letters from salesmen. I had an experience not long ago that proved rather embarrassing to me, but which I know would be helpful to my fellow salesmen—just as I have been helped by these letters from other salesmen.

If you will assure me that my story will be published anonymously, I shall be glad to send it in.

Yours sincerely,

X. Y. Z.

* * * *

Dear X. Y. Z.: Shoot the story along. Give us the plain unflattering truth. If it's a good story we'll print it in the next issue. We assure you that nobody will know your name except the editor, and he will forget it promptly. You would be surprised what an efficient forgettery we have. Our creditors sometimes have to remind us three or four times before we remember to pay their bills.

The Editor.

* * * *

X. Y. Z.'s story has just come in. It *is* a good story. Look for it in the next issue of the Bulletin.

BAYUK BRANDS BUILD BUSINESS

Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

TIGHT BINDING

Tobacco Merchants' Association Registration Bureau.

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATIONS

TAYABAS:—46,550. For cigars. David Jelling, Newark, N. J., June 23, 1936.

5 AND 10:—46,556. For cigars. J. C. Winter & Co., Inc., Red Lion, Pa., July 6, 1936.

LA REGIONAL:—46,557. For all tobacco products. Cooperativa Agricola Industrial Tabacalera de Puerto Rico, Caguas, P. R., March 23, 1936.

4-75:—46,561. For smoking tobacco, cigarettes and cigars. Lincoln & Ulmer, Inc., New York, N. Y., July 14, 1936.

RE-REGISTRATIONS

EAGLE BRAND:—46,553. For leaf and smoking tobacco. Re-registered by W. S. Mathews & Sons, Inc., Paducah, Ky., June 27, 1936. (Originally registered on September 25, 1902, by W. S. Mathews & Sons, Louisville, Ky.)

HORSE SHOE:—46,554. For leaf and smoking tobacco. Re-registered by W. S. Mathews & Sons, Inc., Paducah, Ky., June 27, 1936. (Originally registered on September 19, 1902, and in 1903, respectively, by W. S. Mathews & Sons, Louisville, Ky.)

INDIAN BRAND:—46,555. For leaf and smoking tobacco. Re-registered by W. S. Mathews & Sons, Inc., Paducah, Ky., June 27, 1936. (Originally registered September 19, 1902, by W. S. Mathews & Sons, Louisville, Ky.)

TRANSFERRED REGISTRATIONS

BEL-BON:—35,590 (United Registration Bureau), and **20,873** (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered September 21, 1910, and September 28, 1910, respectively, by the American Litho. Co., New York, N. Y. Transferred to Compania General de Tabacos de Filipinas, New York, N. Y., May 25, 1912.

PIZARO:—26,714 (Tobacco World). For cigars, cigarettes and cheroots. Registered August 25, 1910, by Heywood, Strasser & Voigt Litho. Co., New York, N. Y. Through mesne transfers acquired by Casimiro Parrino, Chicago, Ill., and re-transferred to Joe Lorano and John Fleming, owners of the Pizaro Cigar Factory, Chicago, Ill., June 27, 1936.

GOLD BOND:—4539 (Trade-Mark Record). For cigars. Registered November 1, 1887, by Geo. S. Harris & Sons, Philadelphia, Pa. Through mesne transfers acquired by Consolidated Cigar Corp., New York, N. Y., and re-transferred to Walgreen Drug Stores, Chicago, Ill., July 9, 1936.

FORT DEARBORN:—18,494 (Tobacco Leaf). For cigars. Registered February 13, 1900, by Cole Litho. Co., Chicago, Ill. Through mesne transfers acquired by I. W. Wechsler & Sons, Chicago, Ill., and re-transferred to Harry Landfield Cigar Mfg. Co., Chicago, Ill., July 2, 1936.

PRESS CLUB OF CHICAGO:—18,718 (Tobacco World). For cigars and cigarettes. Registered October 4, 1909, by Randall-Landfield Co., Chicago, Ill. Through mesne transfers acquired by I. W. Wechsler & Sons, Chicago, Ill., and re-transferred to Harry Landfield Cigar Mfg. Co., Chicago, Ill., July 2, 1936.

COLONIAL BOUQUET:—20,636 (U. S. Tobacco Journal). For cigars. Registered November 29, 1898, by Schumacher & Ettinger, New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the registrants, to Berriman Bros., Inc., Tampa, Fla., July 7, 1936.

SANTA FUMAR:—35,856 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered June 22, 1910, by the American Litho. Co., New York, N. Y. Through mesne transfers acquired by the Esperdy Leaf Tobacco Co., Tampa, Fla., and re-transferred to Rodriguez-Sanchez & Co., Tampa, Fla.

BAYUK'S ALL-TIME HIGH

IN commenting on improved business conditions and the growth of Bayuk Phillies A. Joseph Newman, Vice-President and General Sales Manager of Bayuk Cigars, Incorporated, announced today that June shipments were the largest for that month in the history of the company.

Sales reports show that Bayuk Phillies are not only increasing their volume in those territories where for years they were the leading ten-cent brand, but in territories in which the cigar has only been sold during the past several years the sales are also increasing.

CHOOSES PARIS & PEART

THE Continental Brier Pipe Company of 80 York Street, Brooklyn, N. Y., announce the appointment of Paris & Peart as their advertising agency, effective immediately. During the summer direct mail and merchandising plans will be developed, and in the fall there will be a national campaign featuring Honey Dew, Continental's leading brand of genuine brier pipes.

HUBERT A. KRAMER NAMED

On July 1st Hubert A. Kramer became a member of the organizations of the Park Tobacco Corporation, the Porto Rican American Tobacco Co., Congress Cigar Co., Inc., and Waitt & Bond, Inc. Mr. Kramer will have under his charge the purchase, examination and receipt of all Connecticut tobaccos for these companies.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

RETAIL TOBACCO DEALERS OF AMERICA, INC.

WILLIAM A. HOLLINGSWORTH, 233 Broadway, New York, N. Y. ..... President
CLIFFORD N. DAWSON, Buffalo, N. Y. ..... Executive Vice President
JAMES C. THOMPSON, Chicago, Ill. ..... Treasurer

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

ABE BROWN, 408 Market Street, Newark, N. J. ..... President
JOSEPH FREEMAN, 615 West 150th Street, New York City ..... First Vice-President
FRANK SOBEL, 72 Williams Street, Newark, N. J. ..... Secretary
ALBERT FREEMAN, 25 West Broadway, New York City ..... Treasurer

THE NATIONAL ASSOCIATIONS OF TOBACCO DISTRIBUTORS, INC.

E. ASBURY DAVIS, Baltimore, Md. ..... President
JOSEPH KOLODNY, 200 Fifth Ave., New York, N. Y. ..... Secretary
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer

UNITED STATES TOBACCO DISTRIBUTORS ASSOCIATION

JOHN F. BROWN ..... President
HERMAN H. YAFFE, 301 Fox Building, Philadelphia, Pa. ..... Secretary

RETAIL CIGAR STORE ASSOCIATION OF PHILADELPHIA

MORRIS LEVITONE ..... President
SAMUEL MAGID, 2001 N. Mervine St., Philadelphia, Pa. ..... Secretary

WANTED!

A HALF MILLION OR MORE VOLUNTEERS TO ENLIST FOR THE DURATION OF THE WAR TO REVIVE THE CONSUMPTION OF CIGARS IN THE UNITED STATES

You, MR. DEALER, can have your gun and the ammunition and fire a shot without going over the top of your counter or spending a cent.

BE A SOLDIER!

Hoist the colors—welcome the salesmen who call to put the posters in your window—distribute the little folders among your customers—help sell smokers that beautiful thought we all know so well "that a good cigar makes every meal a banquet."

GET IN THE ARMY NOW!

And you'll get Your Bonus sure in better and more profitable trade.

INCIDENTALLY!!

MANILA CIGARS ARE GOOD CIGARS—NONE BETTER AT THE PRICE—STOCK 'EM! SELL 'EM! THEY WILL MAKE FRIENDS!

Directory and booklets on application to the

MANILA AD AGENCY (C. A. Bond, Mgr.)

15 William Street, New York, N. Y.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

VENDING MACHINES

ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

TOBACCO WORLD

The National Tobacco Business Monthly

A GOOD ADVERTISING MEDIUM

CLEAN UP CIGAR CASES!

(*Continued from Page 10*)

ing and unlimited. Among those due for special commendation are:

(a) The Cigar Manufacturers: While some of them are still out of the sphere of activity, on the whole the cigar manufacturing industry responded in a manner worthy of its prestige.

(b) Supply Houses: Leaf tobacco dealers, cigar machinery firms, cigar box makers, cellophane producers, and many others.

(c) Wholesale Tobacconists: Their wholesome response is a source of tremendous pride to the National Association of Tobacco Distributors.

(d) Retail Tobacco Dealers, including Chain Stores: Practically every retail organization and most of the large and small tobacco, drug and grocery chain stores have willingly and cheerfully enrolled in this effort to increase cigar consumption.

(e) Salesmen: Words fail me in adequately expressing in sufficiently laudable terms the attitude of the salesmen toward this movement. They have given everything within them to support and assure a successful administration of this effort. They volunteered suggestions whenever it was warranted; they advanced constructive criticism . . . all of which was welcomed and appreciated.

The cigar and tobacco salesmen have certainly demonstrated—beyond any shadow of doubt—that they understand and thoroughly grasp the problems besetting the Industry and have completely committed themselves to the measures calculated to restore the Industry to a prosperous status.

The Cigar Progress Board, on the whole, and myself as an individual, wish to express our innermost gratitude to this splendid group of capable men.

(f) The Trade Journals: They have commented generously on the Cigar Promotion Plan. They questioned some policies and fully endorsed others, but be their editorial opinions favorable or unfavorable, they have given freely of their news columns in reporting all activities and in supporting the Cigar Promotion Plan.

This is, again, an illustration that the trade periodicals are ever alert to the necessity of uplifting and rebuilding every branch of the Industry.

The task is a huge one . . . the problems manifold . . . the funds limited . . . but to counter-balance all these, one feels greatly inspired, stimulated and enthused by the knowledge that every branch of the Industry is extending "a helping hand;" that everyone wishes and labors for a successful culmination of these worthwhile and conscientious efforts.

PICK & PAT
in "PIPE SMOKING TIME"
with
DILL'S BEST YELLOW JACKETS
under the leadership of Bennie Krueger and the
FOUR MODEL SMOKERS,
the Landt Trio and White
COLUMBIA BROADCASTING SYSTEM
COAST-TO-COAST MONDAY NIGHTS
Tune in with the increasing sales of . . .

DILL'S BEST and MODEL TOBACCOS

JOE KOLODNY'S ITINERARY

ADMINISTRATOR Joseph Kolodny attended the meeting of the York County Cigar Manufacturers Association, held at Red Lion, Monday evening, July 13th. This meeting presented an opportunity to outline to the manufacturers of this outstanding cigar production district the various ramifications of the cigar promotion plan. The association approved the entire program and pledged its support.

In his dual capacity as executive secretary of the National Association of Tobacco Distributors and Administrator of the Cigar Progress Board, Mr. Kolodny will attend an important meeting of the New England Division of the N. A. T. D. at Old Orchard Beach, Me. At this special convention, he will present to all those assembled a survey of the Cigar Progress Board activities to date. A detailed analysis of the Robinson-Patman Anti-Price Discrimination Act will be presented at the convention.

He will later address special conventions of distributors, manufacturers, and salesmen in Seattle, Washington; San Francisco and Los Angeles.

While in Los Angeles, he will endeavor to consummate arrangements—now in the course of negotiation—with the Motion Picture Institute under which the Institute will exert its influence upon motion picture productions to present cigars in a better light.

He will then return from Los Angeles directly to New York by plane. After a brief respite in New York, catching up with office routine, plus conferences in connection with his duties in the N. A. T. D. and C. P. B., he will make a trip South, which will include North and South Carolina, Georgia, Florida, Alabama and Texas.

The activities of the Cigar Promotion Plan under the administration of the Cigar Progress Board have electrified and enthused every individual directly or indirectly identified with the manufacturing, selling, wholesaling, or retailing of cigars.

Even though the movement was officially inaugurated a little more than two months ago, the widespread publicity attendant to its inauguration presages a successful career for this national Agency.

The state of Ohio represents an important sector in cigar consumption. To enable everyone in these areas to acquire a first-hand, detailed picture of the entire program, a huge meeting was held at the Statler Hotel, Cleveland, on July 23d.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotches
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

CIGAR BOXES
Tel. Algonquin 4-9532 Established 1875
NIC. ALTHAUS CO
CIGAR BOXES
637-641 EAST 17TH ST. NEW YORK.

"A business that isn't worth advertising ought to be advertised for sale".

Quality 2 for 5¢ *Cigars*

BY P. LORILLARD COMPANY, INC.

Meeting the public's demand for quality cigars moderately priced

★

Our other Popular 2 for 5¢ Cigars

JAMES G. BLAINE · LA FRAOSA · SARONA

SCHLEGEL LITHOGRAPHING CORPORATION

BROADSIDES
BOOKLETS
LABELS

WINDOW
DISPLAYS
DIRECT MAIL

SCHLEGEL BLDG.
374-380 Second Ave.
NEW YORK
Algonquin 4-9226-7

COUNTER
DISPLAYS
CARTONS

CAR
CARDS
POSTERS

AUTOKRAFT
CIGAR BOXES

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

SWEEPSTAKES CONTEST BIG BUSINESS

More than 1,700,000 entries were received in the sweepstakes contest beginning July 13 and conducted in connection with the hit parade of the fifteen most popular songs of the nation. This is believed to set a record for number of participants in any contest for a corresponding period. So many entries are being currently received that one entire floor of the building occupied by The American Tobacco Company has been given over to handling the incoming mail.

In this sweepstakes adults are given the opportunity to show their skill in selecting the three top-ranking songs of the country each week as determined by a nation-wide weekly survey of sales of sheet music and phonograph records, of dance tune requests received by prominent orchestra leaders, and of the songs heard most frequently over the major broadcasting networks and leading independent stations.

Contestants who name correctly the three most popular songs are awarded cartons of cigarettes. No limit is set on the number of prizes and tens of thousands of cartons have been awarded during the first eight weeks of the contest, the record number for one week so far being more than 40,000 winners in the contest beginning June 22. Each week there is a new contest.

The song sweepstakes has given employment directly to more than 1300 people and indirectly to many hundreds more.

More than 200 sources are tapped each week in finding out which are the fifteen favorite tunes of the nation. The huge countrywide survey covers sales of sheet music and phonograph records, the tunes most frequently requested of prominent orchestra leaders at the places where America dances, and the favorite melodies broadcast by nearly 200 radio stations.

Sales statistics for best-selling sheet music are obtained from nation-wide orchestra music suppliers, from leading retail and chain stores and from trade journals in the amusement field. By tabulating and weighing this data, the fifteen top-ranking songs in the field of sheet music are determined.

Information in regard to the best-selling phonograph records is compiled from the sales of R. C. A. Victor, Brunswick, Decca, Perfect, and Bluebird or Vocalion records. Points are counted for each time a song is mentioned by a company among its most popular records. Then these points are added and the first fifteen songs in number of points recorded are selected in the order of their popularity.

Leaders of the outstanding dance orchestras of the country tell which fifteen songs have been most often requested during the week. Here again, points are counted for the times a song is mentioned by an orchestra leader, and the fifteen leading songs determined.

Lists of the fifteen leading songs in number of times broadcast are obtained from national and regional broadcasting chains, and from leading local stations in New York, Chicago, Cincinnati, Los Angeles and San Francisco. Each chain and each station supplies its fifteen hits and by tabulating these, the fifteen leaders over the air are determined.

Then, when the leaders in these four classes—sheet music, phonograph records, dance tune requests and broadcast melodies—are tabulated and weighed, America's fifteen favorite songs of the week are ready for the hit parade.

Package by Reynolds Metal

QUICK to take advantage of the latest developments in scientific cigar packaging and determined to preserve and protect the original smoking quality of Bering cigars, Corral Wodiska and Company adopted a modernized Reynolds Metal cigar wrapper in 1935, for Bering Sovereigns. As a result of the success of the original package, Corral Wodiska and Company have now adopted the same type of package for four sizes of Superfine Berings, retailing at 10¢ apiece, two for a quarter, and three for 50¢.

The new packages are as different from the conventional cigar box as the modern stream-line motor car is from a two-cylinder 1903 model. It is covered with metal labels, printed in royal purple on shiny silver Reynolds Metal.

The cigars are individually wrapped in metal wrappers to protect the tobacco from loss of moisture and light, which science has discovered is injurious to tobacco quality.

Why pay for
excess weight
in your box?

For minimum freight or express

SPECIFY SPRUCE FOR YOUR BOXES

UPTEGROVE LUMBER CO.

15 Washington St. Newark, N. J.

Cigar Box Lumber for 63 years

Established 1886

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

155 John Street, N. Y. City — Industria 144, Havana, Cuba

HAVANA TOBACCO

ROTHSCHILD-SAMUELS-DUIGNAN, INC.

Harry S. Rothschild, President
Lee Samuels, Vice-President
Milton Samuels, Vice-President
Chas. W. Duignan, Sec. and Treas.

YOU...and a LIGHT SMOKE

It is a Lightness in the smoke that makes people choose Luckies. A rich, clean Lightness in the taste. A smooth Lightness of "feel" in the throat. Puff by puff, a delightful sense of ease. From the choosing of the finest center-leaf tobaccos —to the "Toasting" which removes certain harsh irritants naturally present in all tobacco, every careful measure of Lucky Strike's manufacture is designed to please you more... to offer A Light Smoke of rich, ripe-bodied tobacco.

Luckies—a light smoke

OF RICH, RIPE-BODIED TOBACCO —"IT'S TOASTED"

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SEPTEMBER
1936

TOBACCO WORLD

ESTABLISHED
1881

In This Issue

LAW SCOTCHES DISCRIMINATION
By Joseph Kolodny

RETAIL STORES IN NEED OF MODERNIZATION

CIGARS UP 188 MILLION IN SEVEN MONTHS

TOBACCO PRODUCTS CONTINUE GAINS IN JULY

THE TALK OF THE TRADE

Please read!

That great national cigarette game, YOUR LUCKY STRIKE "SWEEPSTAKES," is bringing pleasure and entertainment to millions of people, and is of direct material benefit to thousands more.

Here are some of the interesting results of the "SWEEPSTAKES":—

1 We have taken on over five hundred additional employees.

2 We have rented 45,000 square feet of additional office space—three entire floors.

3 Seven new addressing agencies, employing over six thousand people, are caring for our mail.

4 We have purchased hundreds of tons of paper to print "SWEEPSTAKES" entry blanks.

5 Our factories in Durham, Richmond, and Reidsville have all been placed on a full forty-hour week schedule to take care of the additional demand for LUCKIES noticeable in retail stores all over America.

Considering the widespread interest in YOUR LUCKY STRIKE "SWEEPSTAKES," and the happiness it brings to thousands upon thousands all over the country, both in the form of entertainment and in direct material benefit, is it any wonder that we call it—

"The Great National Cigarette Game"?

"Thank You."

The American Tobacco Company
INCORPORATED

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HOBART B. HANKINS—*Editor* *Associate Editor*—JOHN CLEARY

THE TOBACCO WORLD

Vol. 56 SEPTEMBER 1936 No. 12

THE FACT that the cigar business for the month of July shows withdrawals in excess of 10 per cent. over the previous July including the United States and its possessions, must be gratifying news to all members of the cigar industry. The United States increased its withdrawals by almost 12 per cent. while withdrawals from Puerto Rico and the Philippine Islands showed losses, Puerto Rican cigars in particular losing ground to a considerable extent.

Puerto Rico cigar manufacturers might well consider some sort of advertising campaign to bring their brands back to their old-time prestige on the counters of the thousands of retail stores in the United States.

In the United States the Class A cigar shows an increase of almost 13 per cent. Class B seems to be in the same situation as the "Forgotten Man."

But Class C, with its higher price, continues to rise, with an increase of almost 11 per cent.

Also Classes D and E, both very much in the higher brackets from the standpoint of the consumer's pocketbook, have done remarkably well.

Little cigars have increased their percentage over July of 1935, cigarettes have increased more than 12 per cent., and even snuff is up well over 22 per cent., while smoking tobacco has a plus mark of 6.32 per cent. over July of 1935.

Altogether it looks as if the tobacco industry is making appreciable progress, due undoubtedly to a large degree to the efforts of the Cigar Progress Board, and its committees, and the splendid promotion program which they have backed thoroughly and sincerely, plus Joe Kolodny's dynamic interest in its success.

▲

AND while we are commenting on the July, 1936, withdrawals of tobacco products, it might be well to suggest to our readers that they survey the figures for the first seven months of this year. These will be found on page 6 of this issue. Class A cigars for the first seven months, smoked in this country, increased to almost 171,000,000, while Class B cigars for the same period showed a loss of almost 9,000,000.

On the other hand Class C cigars increased almost 11 per cent., an increase of more than 25,000,000 cigars.

The Class D cigar, which runs into money, shows an increase of almost 3.5 per cent.

Class E which covers the highest priced cigars in the country, slipped back almost 6 per cent.

However there was a net gain for the seven months for all classes including the products of the Philippines and Puerto Rico of almost 7 per cent.

Little cigars in this period seem to have stood still so far as loss or gain is concerned.

Cigarettes, however, maintained their upward trend, gaining well above 11 per cent. in the first seven months of this year.

Snuff was up more than 5½ per cent. and manufactured tobacco about 3 per cent.

The first seven months of 1936 indicate that tobacco products seem to be moving upward, which means a more prosperous industry.

▲

THE death of Leonard B. McKitterick, president of Philip Morris & Co., removes from the field of cigarette manufacturers one of its most outstanding figures. Death came as the result of a heart attack. At the age of sixty-five, death came to him swiftly, and one might say just as he had lived, for his spirit of ambition and his ability to accomplish successfully carried him to far places.

Mr. McKitterick had his leisure years, but when he worked—he worked! Throughout the trade his word was his bond, and his reputation for fair dealing with his customers stretches from coast to coast.

The tobacco industry mourns the loss of an outstanding character who took some of the now famous cigarette brands to great heights.

▲

THE Scholarship Contest, promulgated under the direction of the Cigar Progress Board, promises to be a tremendous influence in enrolling young men to smoke cigars. The literature is currently reaching the various outlets throughout the United States—among them wholesale tobacconists, manufacturers, supply houses, etc.—and the Board has been deluged with telegrams, letters, and numerous other forms of inquiries to obtain more definite information regarding the scholarship contest requirements.

Two million consumers' contest folders are being distributed throughout the United States.

The co-operation of the American Students Foundation is most encouraging and stimulating. The Cigar Progress Board expresses it gratitude to all branches of the industry for their full-hearted co-operation.

▲

PROBABLY few people, other than those directly engaged in the cigar business, realize the magnitude and importance of the cigar industry in the American economic system. Nearly 3,000,000 persons, including farmers, manufacturers, retailers, wholesalers and salesmen derive their livelihood either wholly or in part from cigars. For the fiscal year end-

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

ing June 30th, the Bureau of Internal Revenue reported a consumption of 4,933,728,000 cigars. This figure does not include importations of Havana cigars or those made in the Philippines or Puerto Rico.

Only a few states provide the proper soil and climate for the growth of cigar leaf tobacco. The most important of these are Pennsylvania, Connecticut, Massachusetts, Ohio, Wisconsin and Florida. In the Connecticut Valley alone there were planted this year no less than 18,900 acres of cigar tobacco, the crop of which will yield the farmers nearly $10,000,000.

▲

ARE we making progress? Are cigar sales climbing? Are the salesmen entitled to full credit for their sincere and earnest efforts to create new cigar smokers? They are—beyond a shadow of a doubt!

Get this: Domestic production of cigars has scored an increase each month this year over the corresponding months of 1935. Output for the first six months was 2,353,656,998, a gain of more than 130 millions of cigars over the same period last year. Inasmuch as the second half of the year is the largest from the standpoint of production, it is practically certain that the total for 1936 will cross the 5 billion mark—for the first time since 1931.

Take a look at the official figures for June: 452,311,740 cigars produced against 402,272,246 in June, 1935—a remarkable gain of 12.44 per cent. Don't think they were all low-priced cigars, either! Even brands selling from 15 cents to 20 cents gained 12.77 per cent.

Of course, we don't claim that the efforts of you salesmen and the other activities of the Cigar Progress Board have been entirely responsible for this gain. But we—and that includes **you**—are certainly helping. Keep up the good work!

▲

A PERSISTENT problem of the advertiser is to find a way of tying in his copy with events of dominant news value without, in the procedure, antagonizing large groups of readers who have strong feelings on the subject. The coming political campaign is a case in point. While reference to the campaign is almost a certain method of winning attention, it is a difficult task to phrase copy so that it doesn't bring outraged letters from the adherents of either party.

The makers of Kool cigarettes have done this with rare success, however. In amusing, well-wrought illustrations, the traditional donkey and elephant are glaring at one another in unconcealed ferocity. Towering above these combatants stands Kool's symbolic figure, the penguin, puffing calmly on a cigarette and offering this sage advice: "In Either Case . . . Keep Kool!" These illustrations are being used on giant billboards now on view in several leading cities.

Thus have Brown and Williamson Tobacco Corporation capitalized upon the one news story that is foremost in the nation's mind, adroitly turning it to their account in a light, humorous, inoffensive manner. It is a good example of the timely copy that is becoming more and more a trend in the advertising field.

THE HOOKAH habit is immemorial in India, and its increasing replacement by biris, cigarettes, and cigars has created another of India's new industries. Of these, cigarettes are most largely consumed, totaling about 6,500,000,000, compared with 1,000,000,000 ten years ago. Imports of cigarettes have greatly decreased during the last four years, in comparison with the early post-war period, while imports of unmanufactured tobacco have progressively risen. The shrinkage in imports of cigarettes is due more to popular preference for cheap indigenous brands than to trade depression. Local cigarette factories are catering to home consumption, especially in the cheaper qualities manufactured from imported tobacco.

Although cigars made in India and Burma still command a good market, they cannot compete with the finer leaf of the imported article, the principal overseas suppliers being the United Kingdom, China, and the United States, of which the first is by far the biggest contributor. As in the case of cigarettes, there is a popular preference for Indian-made cigars, notably those from the south, which has for many years been engaged in the industry.

Biri smoking, which ten years ago was a newly acquired fashion among the intelligentsia, has lost its popularity with the growing supply of indigenous cigarettes and is now confined to the labor and the lower middle classes.

The weakness of the Indian industry lies in the poor quality of the country-produced raw tobacco. Efforts to improve the quality began in 1905, when types of plants grown from selected seeds were separated into pure cultures and classified. Pusa No. 28, the best Indian cigarette tobacco, was evolved out of these experiments, which have been continued and amplified under the direction of the Imperial Council of Agricultural Research.

▲

MANDATORY tobacco inspection service at Oxford, N. C., a referendum on which was held August 3d to 8th, inclusive, was favored by 95 per cent. of the growers voting, it was announced today by Dr. A. G. Black, chief of the Bureau of Agricultural Economics, which administers the service. Of 2024 ballots cast, 1922, or about 95 per cent., favored designation of the market for mandatory inspection of all tobacco offered for sale on that market under the provisions of the Tobacco Inspection Act.

Tobacco inspection service on a voluntary basis, involving the payment of fees by growers, has been in operation at Oxford each season since 1931. That the growers have become thoroughly accustomed to its advantages is reflected by the overwhelmingly favorable vote for mandatory inspection service.

The object of tobacco inspection and market news service is to afford to the growers disinterested information on the grade and approximate value of each lot of tobacco they offer for sale as a check against prices offered during the auction. The need for such assistance arises from the fact that the value of tobacco depends upon technical factors with which buyers are familiar whereas farmers, as a rule, are deficient in their knowledge of grades and values. By supplying this deficiency the Bureau seeks to strengthen the marketing position of the tobacco growers.

Tobacco Products Continue Gains

Cigar Registrations Exceed Half-Billion Mark; Cigarettes Reach Nearly Fifteen Billion in July

ALL classifications of tobacco products, with the single exception of large cigarettes, registered gains in the month of July. The percentages of gains ranged from 3.51 per cent. for little cigars to 22.6 per cent. for snuff. The largest individual specific percentage of increase was 34.23 per cent. for Class E. cigars.

As usual, Class A was the star performer among cigars, it is learned from the Tobacco Merchants Association's supplement to the *Tobacco Barometer*. The Class A total of 447,518,005 for the month compared with 403,073,130, an increase of 44,444,875, or 11.03 per cent. The gain in U. S. Class A alone was 47,974,575, or 12.63 per cent. This was reduced in the total by losses of 38.1 per cent. from Puerto Rico and 4.25 per cent. from the Philippines.

Again, as usual, Class C was next in volume of gain, its total of 46,120,290 comparing with 41,589,734, an increase of 4,530,556, or 10.89 per cent. Gains in this class came from U. S., Puerto Rico and Philippines cigars.

	July, 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	427,846,415	+	47,974,575	12.63
Puerto Rico	4,651,325	—	2,862,950	38.10
Philippine Islands	15,020,265	—	666,750	4.25
Total	447,518,005	+	44,444,875	11.03
Class B—				
United States	4,531,667	—	2,328,066	33.94
Puerto Rico	166,550	—	139,450	45.57
Philippine Islands	10,980	—	3,197	....
Total	4,709,197	—	2,470,713	34.41
Class C—				
United States	46,058,536	+	4,511,614	10.86
Puerto Rico	49,200	+	18,350	....
Philippine Islands	12,554	+	592	....
Total	46,120,290	+	4,530,556	10.89
Class D—				
United States	3,667,130	+	43,115	1.19
Puerto Rico	.....		.....	....
Philippine Islands	701	+	651	....
Total	3,667,831	+	43,766	1.21
Class E—				
United States	344,026	+	87,783	34.26
Puerto Rico	.....		.....	....
Philippine Islands	5	—	45	....
Total	344,031	+	87,738	34.23
Total All Classes:				
United States	482,447,774	+	50,289,021	11.64
Puerto Rico	4,867,075	—	2,984,050	38.01
Philippine Islands	15,044,505	—	668,749	4.26
Grand Total	502,359,354	+	46,636,222	10.23
Little Cigars:				
United States	17,391,907	+	1,265,547	7.85
Puerto Rico	180,000	—	670,000	78.82
Philippine Islands	.....		.....	....
Total	17,571,907	+	595,547	3.51

Class D gained 3,624,065, or 1.21 per cent. Class E, with its total of 344,031, registered an increase of 87,738, or 34.23 per cent., over July, 1935. Class B showed its customary heavy loss.

Following their establishment of a new all-time high in June, cigarettes bettered that figure in July, thus setting a new mark to shoot at. The total of 14,801,887,797 compared with 13,138,566,563, an increase of 1,663,321,234, or 12.66 per cent. Imports from Puerto Rico numbered 750,000, or more than three times those of the previous July, and those from the Philippines amounted to 109,550, or nearly three times as many as the previous July.

Snuff production continues to show a big gain, the total of 3,196,557 comparing with 2,607,211, an increase of 589,346 pounds, or 22.6 per cent.

Large cigarettes showed a gain of 5392, or 2.27 per cent.

Chewing and smoking tobacco production totaled 28,129,989, an increase of 1,671,088 pounds, or 6.32 per cent.

	July, 1936		Increase or Decrease Quantity	Per Cent.
Cigarettes:				
United States	14,801,028,247	+	1,662,740,784	12.66
Puerto Rico	750,000	+	510,000	....
Philippine Islands	109,550	+	70,450	....
Total	14,801,887,797	+	1,663,321,234	12.66
Large Cigarettes:				
United States	171,900	—	45,392	20.89
Puerto Rico	60,000	+	40,000	....
Philippine Islands	.....		.....	....
Total	231,900	—	5,392	2.27
Snuff (lbs):				
All United States	3,196,557	+	589,346	22.60
Tobacco Mfd. (lbs.):				
United States	28,129,898	+	1,671,088	6.32
Philippine Islands	.....		.....	....
Total	28,129,898	+	1,671,088	6.32

Internal Revenue Collections for July

Source of Revenue	1936	1935
Cigars	$ 1,185,917.33	$ 1,088,661.87
Cigarettes	44,404,651.07	39,416,581.99
Snuff	575,380.25	469,297.96
Tobacco, chewing and smoking	5,063,381.71	4,763,878.39
Cigarette papers and tubes	67,070.39	72,161.44
Leaf dealer penalties	51.77	33.26

U. S. Withdrawals for July

1921	564,604,797	1928	558,205,683
1922	585,874,114	1929	589,282,068
1923	589,176,020	1930	532,805,120
1924	595,063,302	1931	478,900,849
1925	575,822,936	1932	361,240,267
1926	568,553,475	1933	400,511,453
1927	561,199,298	1934	378,055,584

Cigars Up 188 Million

Nearly Three Billion Cigars Were Withdrawn During the First Seven Months; Cigarettes Over 87 Billion

NEARLY three billion cigars were withdrawn during the first seven months of 1936. The exact number, as revealed in the report of the Tobacco Merchants Association, was 2,953,170,180. That is a veritable mountain of smokes. It represents 590,634,036 five packs—118,126,807 fortieths—or 59,063,403 twentieths.

It also represents an increase over the same period of 1935 of 188,119,099 cigars—37,623,820 five-packs—or 7,524,764 fortieths—or 3,762,382 twentieths. Is that progress or is it progress?

Maybe you will get a better idea of the way the cigar is coming back if you reduce the figures to a per-day basis. Think of 13,864,650 cigars for each calendar day! Why, man, that's 2,772,930 five-packs—or 554,586 fortieths—or 277,293 twentieths. Per day!

And the per-day gain is equally impressive—883,190 cigars—or 176,638 five-packs—or 35,328 fortieths—or 17,664 twentieths. There's inspiration in the thought that so many more cigars are being smoked each day this year than each day last year.

The gain was entirely in U. S. cigars, those from Puerto Rico and the Philippines registering losses.

Class A continued to lead in volume of gain, its total of 2,641,764,045 comparing with 2,470,914,095, an increase of 170,849,950, or 6.91 per cent.

But Class C had a higher percentage of gain. Its total for the seven months 261,560,600, as against 236,108,028, an increase of 25,452,572, or 10.78 per cent.

Class D gained 3.36 per cent. Its total of 19,530,469 compared with 18,894,941, an increase of 635,528.

Classes B and E declined.

Cigars, however, were not unique in their gains. All classes of tobacco products, with the single exception of little cigars, registered advances.

During the seven months cigarettes piled up the staggering total of 87,390,826,197, as compared with 78,508,566,360, an increase of 8,882,259,837, or 11.31 per cent.

Even large cigarettes showed a slight gain.

Snuff increased more than a million pounds, or 0.94 per cent., and manufactured tobacco gained 2.95 per cent.

	1st 7 Mos. 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	2,525,792,945	+	202,283,915	8.71
Puerto Rico	20,168,730	—	11,205,250	35.72
Philippine Islands	95,802,370	—	20,228,715	17.43
Total	2,641,764,045	+	170,849,950	6.91
Class B—				
United States	27,946,367	—	8,135,699	22.55
Puerto Rico	590,900	—	506,450	46.15
Philippine Islands	143,903	—	83,194	....
Total	28,681,170	—	8,725,343	23.33
Class C—				
United States	261,237,860	+	25,478,330	10.81
Puerto Rico	240,700	—	20,150	....
Philippine Islands	82,040	—	5,608	....
Total	261,560,600	+	25,452,572	10.78
Class D—				
United States	19,502,288	+	608,424	3.22
Puerto Rico	.....		.....	....
Philippine Islands	28,181	+	27,104	....
Total	19,530,469	+	635,528	3.36
Class E—				
United States	1,625,310	—	101,653	5.89
Puerto Rico	.....		.....	....
Philippine Islands	8,585	+	8,045	....
Total	1,633,895	—	93,608	5.42

	1st 7 Mos. 1936		Increase or Decrease Quantity	Per Cent.
Total All Classes:				
United States	2,836,104,770	+	220,133,317	8.41
Puerto Rico	21,000,330	—	11,731,850	35.84
Philippine Islands	96,065,079	—	20,282,368	17.43
Grand Total	2,953,170,179	+	188,119,099	6.80
Little Cigars:				
United States	108,101,866	—	309,708	0.29
Puerto Rico	1,202,400	—	1,247,600	50.92
Philippine Islands	.....		.....	....
Grand Total	2,953,170,179	—	1,557,308	1.40
Cigarettes:				
United States	87,387,764,767	+	8,881,907,557	11.31
Puerto Rico	2,620,200	+	838,200	....
Philippine Islands	441,230	—	485,920	....
Total	87,390,826,197	+	8,882,259,837	11.31
Large Cigarettes:				
United States	1,371,511	—	25,265	1.81
Puerto Rico	226,000	+	46,000	25.56
Philippine Islands	.....	—	5,900	....
Total	1,597,511	+	14,835	0.94
Snuff (lbs):				
All United States	22,524,209	+	1,196,342	5.61
Tobacco Mfd. (lbs.):				
United States	183,354,046	+	5,250,996	2.95
Philippine Islands	10	+	7	....
Total	183,354,056	+	5,251,003	2.95

Law Scotches Discrimination

Robinson-Patman Act Prevents Manufacturer from "Taking Care" of Distributor with Big Volume

By Joseph Kolodny

TOBACCO distributors sell a variety of articles: among them are cigarettes, tobaccos, cigars, confectionery, pipes, playing cards, blades, and a number of sundry items. Traditionally, or shall I say, habitually, we have viewed our cigarette business (a) as a necessary evil; (b) as a means of visiting and frequently contacting our customers; (c) as a cherished hope that some day conditions will improve and the cigarette department will at least become self-sustaining, or else, if our volume is sufficiently enlarged, the manufacturer may directly or indirectly, secretly or openly, replenish the loss.

This admixture of hope and reality has influenced our policies of business conduct. To an appreciable extent, the same philosophy pervaded and influenced our entire business procedure. In the candy line, we have been seeking an additional five or ten per cent. to take care of our cost of operation. The same was more or less applicable to cigars and other items.

Paradoxical and contradictory as it may seem, while we persistently and insistently sought additional remuneration for our underpaid services, we resented, protested and bitterly denounced an identical practice by the chain stores. Of course, we justified our attitude by the contention that we are performing a distribution service, and that, furthermore, the competition of the chain store seriously jeopardizes, impairs, and destroys the independent retailers.

This general discontent among wholesalers was accentuated by the recent enactment of the Robinson-Patman Act. I am not discussing the wisdom of the provisions of this measure. That is not within our province. Congress passed it; the President signed it and, as an American citizen, I am safe in concluding that the Legislative Department of the Government was fully aware of the implications and ramifications of this Act.

This Act is designed to equalize opportunity by eliminating and banishing discrimination—whether applicable to chain stores, independent merchants, retailers, manufacturers, or any business pursuits. It is also useless to argue the constitutionality of the law. Until such time as its constitutionality is challenged, we, as law-abiding citizens, are required to adhere to it.

The law, therefore, eliminates any sort of discriminatory price practices. While it permits the payment for services rendered, those payments must be available to every customer who renders such services. In its technical interpretation the law does not apply to exclusive arrangements between manufacturer and jobber, but in the field of cigarettes, confectionery, and a number of other items very few of us enjoy exclusive arrangements.

We are, therefore, subjected to the stark realism of present-day tendencies. Whatever opinion we have relative to special compensation which we might expect to receive because of our ability to dispose of a tremendous volume of cigarettes is now entirely dispelled. If a manufacturer decides to pay anything to you, he must make it available to other customers.

Also, remember that while you or I as distributors may be operating within the boundaries of a given state, and as such our business is entirely of an intrastate character, the business of a manufacturer, however, is invariably of an interstate character. Thus, while you may be exempt from this law in dealing with your customers, you are not exempt from this law in dealing with the manufacturers. Also remember that you are equally guilty in being the recipient of a special rebate or discount as the manufacturer who may pay you the special rebate or discount.

Of course, we may readjust our business and specialize in exclusive products. But we all know that it is a superhuman task! Try and sell a private brand of cigarettes or pipes or blades or candy! Unless you have the financial reservoir of the United States Mint, you know it cannot be successfully accomplished.

Then, what shall we do? Here is what ought to be done. Let us admit—once and for all—that our approach to our business, until now has been incorrect; that in the legitimate conduct of a business *each and every item that is sold must produce at least the meagre cost of operation;* that no item should be featured, sold, or distributed unless we obtain in exchange, for services rendered, at least the reasonable cost of carrying that item. That is business! That is honest, modern, good, substantial, and sound business conduct! Let us forget the "loss leaders." We have denounced them when they have been engaged in by chain stores or cutraters, yet, as jobbers we have participated in similar practices. We have sold tens of millions of dollars of merchandise at a loss in the hope of recovering a portion of the loss from the smaller, yet profitable portion of our business.

We must realize the fallacy of our blind acceptance of such conditions; we should get together with our competitors and in a spirit of harmony, good will, fairness, and mutual trust evolve ways and means under which all of us can secure a legitimate livelihood and an adequate return on our capital. There is nothing wrong with your competitor. He wants to enjoy his business career—so do you.

The Robinson-Patman Act has brought the issue to a head. Let us face it courageously and honorably. Let us abandon the practice of praying and preaching to false gods. They usually betray us! In our business conduct, we must endeavor to obtain a reasonable return for our services and capital. This, we have a right to seek! The manufacturer is doing the same thing! The retailer must do the same thing! Please,

therefore, let us abandon this archaic philosophy of "if my volume becomes very big, the manufacturer will take care of me." He cannot do it any more!

Of course, we want a big volume. Of course we want to expand and enlarge our business. But that large volume and rapid expansion must be acquired profitably and soundly.

Merchandise (cigarettes and tobacco) is billed to us at manufacturers list price subject to a trade discount of ten per cent. (10%) and a cash discount of two per cent. (2%).

I don't know of a law anywhere on either the Federal or State statutes which requires or compels us to part with the major portion or entire trade discount, (as many of us are doing now).

I have written the Division Presidents to call meetings of the members of the wholesale tobacco trade in their respective areas for the purpose of reorganizing, electing new officers, and to resume association activities. Present and pending legislation requires the organized activity of efficient association units in each territory.

N A T D Message on R-P Act

WHICHEVER of the many conflicting views may ultimately prevail in the myriad interpretations of the Robinson-Patman Act, everyone is aware of the purposes of this legislation. It is designed, among other things, to correct the abuse of discrimination in the distribution of merchandise, both at wholesale and retail.

It is problematical whether this law will appreciably change the established relationships between manufacturer and distributor, but it is certain that it has focused the spotlight upon those relationships. It is, therefore, logical to consider seriously the causes of the gradual disintegration of the distributive branches of our industry with a view to the forming of constructive policies calculated to improve these conditions.

It is unnecessary to dilate upon the chaotic state of the distributive divisions of the industry. Traditionally, the jobber's and retailer's function has consisted in rendering a distribution, promotion, and sales service to the manufacturer. The wholesaler's warehouse and delivery facilities have enabled all manufacturers to put their products within easy buying reach of the consumer at a modest distribution cost. Constant demoralization of the wholesale firms which provide these facilities necessarily must result in greatly increasing the cost of distribution.

The Robinson-Patman Act seeks to equalize and prevent discrimination in the compensation for services rendered. Unfortunately, unless a sensible, not a panicky, view be taken of its meaning, it will cause discrimination in favor of those who render no constructive distributing service.

In the past decade, new types of cigarette and tobacco distributors have sprung up. In addition to the service distributor, there are the following: subjobbers, cash-and-carry houses, vending machine operators, and one or two others. In the retail branch, we have the independents, the chain stores, and a miscellaneous variety of other outlets. Each of these should and must justify its existence. If, on a basis of remuneration for services performed, all of them can be sustained, then there is evidently an economic necessity for them. If, on the other hand, under an improved system of distribution, some of these elements of distribution, whether new or old, cannot justify their economic existence, then they must give way to those whose efficiency is superior.

We fully appreciate the confusion occasioned by the Robinson-Patman Act, but somehow or other, it would seem that we are greatly exaggerating and magnifying the implications of this act. May we, therefore, propose the following:

The manufacturer who produces the product needs distribution service. The distributor is there for the purpose of rendering that service. The Robinson-Patman Act permits a fair remuneration for that service. Why not, therefore, evolve a formula under which each type of distribution will be remunerated adequately for the type and character of service rendered?

The facilities of this association are placed at your disposal to aid in the development of a formula. Our directors will be glad to participate in a thorough discussion and consideration of all the factors involved. We believe that the time is ripe to adopt this procedure. This act, unquestionably, presents a propitious opportunity for the elimination of many abuses, and the introduction of fair, decent and humane business practices.

A committee of directors of this association will be glad to discuss the matter further with you at your convenience.

A statement of your position on this serious proposal will be appreciated.

To Reorganize United Cigar Stores

A COMMITTEE for the United Cigar Stores Company of America has been formed to prepare and submit a plan of reorganization. The concern, which also owns and controls the Whelan Drug Stores, is one of the largest cigar and cigarette chains in the world. The company has been administered for since 1932 under Section 77-B of the Federal bankruptcy act.

The reorganization committee is composed of Peter Grimm, chairman, who is also chairman of the United Cigar Stores landlords' protective committee; Colonel Grayson M. Murphy, chairman of the company's preferred stockholders' protective committee, and Robert J. Marony, vice-president of Chicago, Milwaukee, St. Paul & Pacific Railroad Company, and who has been designated as its representative by the debenture holders' protective committee.

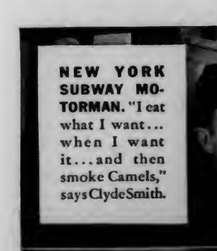
Boykin Wright has been appointed counsel for the reorganization committee.

LOU MEYER—WINNER OF INDIANAPOLIS AUTO CLASSIC. Sandwich in one hand and his Camel in the other, Lou shows little of the strain of the 500-mile grind. Here is an epic example of how smoking Camels at meals and after aids digestion and encourages a sense of well-being. In Lou Meyer's own words: "I'll hand it to Camels for setting my digestion to rights! They make my food taste better and help it to digest easier."

Copyright, 1936, R. J. Reynolds Tob. Co.

Others have found that good digestion and a sense of well-being are encouraged by Camels...so

"for Digestion's Sake ... Smoke Camels!"



NEW YORK SUBWAY MOTORMAN. "I eat what I want... when I want it...and then smoke Camels," says Clyde Smith.

MISS CLAIRE HUNTINGTON, expert stenographer, says: "I smoke Camels while eating and after to aid my digestion."

Good digestion and a sense of well-being are helpful allies for every one!

PEOPLE in every walk of life ...men and women...agree that Camels ease strain and encourage digestive well-being. Millions of smokers find that "Camels set you right!" Make Camel your cigarette! Camels increase the flow of digestive fluids...alkaline digestive fluids ...so necessary to good nutrition. Camels never tire your taste or get on your nerves.

LISTEN IN—FULL HOUR SHOW! Camel Cigarettes bring you a FULL HOUR'S ENTERTAINMENT! Benny Goodman...Nat Shilkret...Rupert Hughes, Master of Ceremonies... Hollywood Guest Stars. Tuesday—8:30 pm E.S.T. (9:30 pm E.D.S.T.), 7:30 pm C.S.T., 6:30 pm M.S.T., 5:30 pm P.S.T. WABC-Columbia Network.

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

COSTLIER TOBACCOS

American Cigar-Filler Stocks

AMERICAN-GROWN cigar filler type stocks amounted to 203,789,000 pounds on July 1, 1936, an increase of a little more than 23 million pounds over the stocks of July 1 a year ago. This increase is due to the inclusion of the stocks of Puerto Rican tobacco on the Island. Type 41, Pennsylvania Seedleaf stocks on July 1 were 98,500,000 pounds; Type 42, Gebhardt, 22,005,000 pounds; Type 43, Zimmer, 28,153,000 pounds; Type 44, Dutch, 7,298,000 pounds; Type 45, Georgia and Florida Sun-grown, 1,407,000 pounds; and Type 46, Puerto Rican, 46,426,000 pounds. The detailed report by groups of grades shows 148,551,000 pounds, or about 73 per cent. of the total filler type stocks in the C group as strictly filler grades; 41,692,000 pounds or about 20 per cent. in the X group; 9,906,000 pounds or about 5 per cent. in the Y group; and the balance in the B, S, and N groups.

The cigar binder type stocks show a decrease from April 1 to July 1 this year of about 5½ million pounds. Cigar binder type stocks totaled 157,532,000 pounds July 1, 1936, nearly 25 million pounds lower than a year ago. Type 51, Connecticut Broadleaf stocks were reported as 33,438,000 pounds on July 1, 1936; Type 52, Connecticut Havana Seed, 26,148,000 pounds; Type 53, New York and Pennsylvania Havana Seed, 2,076,000 pounds; Type 54, Southern Wisconsin, 62,402,000 pounds; Type 55, Northern Wisconsin, 33,468,000 pounds. The detailed report by groups of grades shows that of the total binder type stocks, 3,849,000 pounds, or 2.4 per cent. are of wrapper quality, 63,223,000 pounds, or 40 per cent. are binders, 5,933,000 pounds, or 3.8 per cent. are fillers, 84,073,000 pounds, or 53.3 per cent. are stemming grade or X group tobacco.

Shade-grown wrapper type stocks were nearly a million and one-half pounds lower than they were a year ago. The July 1, 1936, report shows a total of 9,498,000 pounds, 7,167,000 pounds of Connecticut Shade and 2,331,000 pounds of Georgia and Florida Shade. Of the total shade stocks reported 7,793,000 pounds are reported in the A group as being of actual wrapper quality.

Foreign-grown cigar-leaf tobacco stocks were reported as 11,389,000 pounds on July 1, 1936. Of this total 8,873,000 pounds were Cuba (Havana) tobacco, 1,842,000 pounds were Sumatra and Java tobacco, 645,000 pounds were Philippine Islands (Manila) tobacco, and 29,000 pounds were other foreign-grown cigar leaf. Stocks of foreign-grown cigar leaf are shown subdivided according to wrappers, fillers and scrap in the detailed report by groups of grades.

U. S. Stocks of Leaf Tobacco

STOCKS of leaf tobacco in the United States and Puerto Rico owned by dealers and manufacturers on July 1, 1936, amounted to 2,170,925,000 pounds, compared with 2,162,737,000 pounds on July 1, 1935, an increase of 8,188,000 pounds. From April 1, 1936, to July 1, 1936, total stocks decreased 250,237,000 pounds. During the same period of 1935 total stocks decreased 185,496,000 pounds.

Stocks of flue-cured tobacco on hand July 1, 1936, were 747,095,000 pounds compared with 641,840,000 pounds on July 1, 1935, an increase of 105,255,000 pounds over the holdings of a year ago. During the period from April 1, 1936, to July 1, 1936, flue-cured stocks decreased 126,753,000 pounds, compared with a decrease of about 90 million pounds during the same period of 1935. The stocks of Type 11 on July 1, 1936, were 342,811,000 pounds; Type 12, 237,114,000 pounds; Type 13, 119,946,000 pounds; Type 14, 47,224,000 pounds.

Stocks of fire-cured tobacco were reported as 217,443,000 pounds on July 1, 1936, compared with 231,251,000 pounds on July 1, 1935. Total fire-cured stocks were about 14 million pounds lower than they were a year ago about 23 million pounds lower than on April 1, 1936. Virginia Fire-cured, Type 21, stocks were reported as 29,872,000 pounds on July 1, 1936; Type 22 as 143,502,000 pounds; Type 23 as 40,075,000 pounds; and Type 24 as 3,994,000 pounds. Stocks of all types of fire-cured tobacco were somewhat lower than they were a year ago July 1.

Burley stocks were 71,661,000 pounds lower on July 1, 1936, than they were on July 1, 1935. The July 1, 1936, report shows 655,276,000 pounds on hand. The decrease in Burley stocks during the second quarter of 1936 was 76 million pounds compared with 64 million pounds during the same period of 1935. Maryland tobacco, Type 32, stocks were reported as 28,832,000 pounds, only slightly lower than on July 1 of last year.

One Sucker stocks on July 1, 1936, amounted to 30,465,000 pounds, about 5 million pounds lower than a year ago. Green River stocks, reported as 32,196,000 pounds, were only about a million pounds lower than the July 1, 1935, stocks. Virginia Sun-cured stocks were about the same as they were a year ago. This July 1 report shows 2,593,000 pounds of this type. Eastern Ohio stocks were 601,000 pounds, Perique, 106,000 pounds, other miscellaneous domestic, 225,000 pounds and foreign-grown cigarette tobacco (Turkish and other), 73,885,000 pounds on July 1, 1936.

L. B. McKitterick Dies

L. Morris & Company, Ltd., New York, died near that city, last week, at the age of sixty-five. He had been in the tobacco industry for over thirty years.

In 1929 he was called out of retirement to head up a drive for Philip Morris cigarettes, that proved a marked success in spite of the depression years. From March, 1934, to March, 1935, the firm's net profits tripled.

In 1911, following the dissolution of the Tobacco Trust, Mr. McKitterick, who had with the late Reuben Ellis made a success of Melachrino cigarettes, was made vice-president of Tobacco Products, which acquired that trade-mark.

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issued 1929 — SEPTEMBER 1, 1936 — *Prepared twice a month*

PHULOFAX

(The Retailer's Friend)

SAYS

The earth's age is estimated at 2,500,000,000 years . . . certainly sufficient time is provided to Boost Cigars—the Most Pleasurable and Economical Form of Smoking.

—o—

Don't go around as though you were carrying the grief of the world on your shoulders—SMILE! When your face lights up with a smile, your whole being perks up with a punch!

—o—

"I know that customer who just went out is going to have a wonderful vacation," said the dealer.

"How come?" said Phil.

"'Cause he took along with him two boxes of CIGARS," replied the dealer.

—o—

"I've got a decrease in my territory but I couldn't help it . . . the breaks were against me"—said the salesman.

"I've got a decrease in my territory but I'm going to make it up inside the next three months"—said a SALESMAN. —o—

You can't sell cigars by the box if you haven't got cigars by the box to sell!

—o—

L. C. B. writes—"I gave a cigar to a fellow-passenger in the smoker who told me he had not smoked cigars for three years."

Cheeseandrice, that fellow sure has missed the rare enjoyment of a good cigar but you, L. C. B., didn't miss the chance of doing your bit to BOOST CIGARS! —o—

One of Phil's nooslooths sends this in—"One of my customers is going after cigar box business with a vengeance . . . he says your column encouraged him to do so . . . he says the next time you are in ——— to drop in to see him."

Phil sure will and in the meanwhile thanks him for his undeserved compliment to P. M. P.

—o—

"Road stands" are great places for sale of Five Packs. Folks drive up for a bottle of pop and if properly tempted by display will grab a Five Pack and throw it in their car—consequence is they smoke more cigars than if they were obliged to stop now and then for a single cigar.

—o—

Speaking about what can be done, how about a SALESMAN by the name of Les Kerr from Missouri who sold 773 initial orders of a new product in four weeks' coverage of his territory? There's a mark to shoot at, you record-breakers!

—o—

If you B. C. you can be called a C. B. and C. B.'s are great guys for the further uplift of the Cigar Industry. Therefore, B. C.!

*Phil M. Phulofax**

P. M. P.

D. B. L.

**Associated with* BAYUK CIGARS INC., *Philadelphia— Makers of fine cigars since 1897.*

DR. "T. E. L." PRESCRIBES FOR SICK SALES

Dear Phil M. Phulofax:

I have been getting a big kick out of the letters from salesmen you have been running in the Bulletin. I wonder if your readers would care to hear about *my* experiences. Anyway, I am sending you a story you can print if you want to. Of course, I don't sell Bayuk Cigars, but another good brand. Does that make any difference? Or do you accept contributions from others besides Bayuk salesmen?

Very truly yours,
T. E. L.

Dear T. E. L.:

Some of our most valued contributors are salesmen for brands other than Bayuk. The Bulletin isn't published primarily to boost Bayuk Cigars. It is simply our way of doing what we can to help along the cigar business in general. You bet we'll print your piece. Send us some more like it. Meanwhile, look for your story in the next issue.

And thanks a lot.
Phil M. Phulofax.

Here's T. E. L.'s Story

For the last four years I have been selling for one of the largest distributors in the country. Six months ago our Sales Manager called me into his sanctum.

"T. E.," he said, "I've got a tough assignment for you. Are you game to try it?"

"I'll try anything once," I replied in my best "Do or Die" manner.

"Well, you know Blake's territory," the Sales Manager went on, "there's something rotten there. He's the third man who's fallen down on it in the last year. It ought to be one of our best territories but it's the poorest. I'm going to give it to you. See what you can do with it."

It didn't take me long to find out what was wrong with that territory. And that was *everything*. I found nearly as many unpaid accounts as we had customers. It looked as though the only dealers who bought our cigars were those who didn't expect to pay for them. Distribution was spotty. And when I came across a case display or a window poster on my brands, I rubbed my eyes to be sure I was seeing straight. As for goodwill—there just wasn't any.

When I would unlimber my sales talk the prospect would look at me sadly and shake his head.

At the end of my first swing around the circuit I made up my mind that no routine sales job was going to cure this sick territory. It was up to me to do some straight thinking and real planning or else — I decided there were four things that must be done. Just so I wouldn't forget, I put them down on paper.

1. I must build up respect for my house, my brands and myself throughout the territory.

2. I must get the dealer to *buy* rather than attempt to *sell* him my cigars. That meant I must convince him that his customers were waiting to buy my cigars as soon as he gave them an opportunity to buy.

3. To make good my promise on "number 2," I must induce the dealer to give proper display to the cigars.

4. I must get thorough coverage.

I don't need to tell any real salesmen how I went about putting my program into effect. He knows as well as I do how these things are done. The only point is, I actually laid out a plan of campaign and followed it conscientiously—not here and there but with *every* dealer and *every* prospect in my territory.

The results have been more than satisfactory. My territory is coming along in great shape and I can see gratifying improvement from week to week. I am convinced that many a salesman could do wonders for a sick territory, if instead of bemoaning his hard luck, he would diagnose the trouble and go after it. There's no territory where *some* brand isn't doing well. If a rival cigar can make the grade in that territory, why can't *yours?*

A TRIBUTE TO A GOOD INDIAN

There was never anything much dumber looking than a cigar store Indian. He was (and is—what few of him are left) a wooden headed, poker faced individual without sense enough to come in out of the rain. But—he had his points.

He was the original Cigar Booster. When cigars were a novelty, he set out to sell the most pleasurable and economical form of smoking to a skeptical world. And he worked at his job whole heartedly, twenty-four hours a day, with no time off for meals or shut-eye. Not even the pretty, pale-face squaws tripping by in their hoop skirts ever took his mind off his work for an instant.

If every man connected with the cigar business worked one-tenth, or one-twentieth, or one-hundredth as hard boosting cigars, as did that old Indian, what a whale of a business the cigar business would be.

If only one hundred cigar boosters pledged themselves to make one new cigar smoker a week—and each new cigar smoker smoked nine hundred cigars a year—you would have a boost of 4,680,000 in the annual consumption of cigars.

BAYUK BRANDS BUILD BUSINESS
Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

TIGHT BINDING

Stores Need Modernization

Cigar Stores Among 8,000 Establishments in 16 Classifications Surveyed by U. S. Dept. of Commerce

AN ANALYSIS of the physical condition and appearance of approximately eight thousand small and medium-sized stores and service establishments in twenty-three selected cities of the United States has revealed that over half are in need of modernization in varying degrees, according to "Store Modernization Needs," a study made available by the Bureau of Foreign and Domestic Commerce, Department of Commerce.

While most of the stores included in the analysis are located in the western part of the United States, the cities in which the information was collected were selected on a sampling basis and are, therefore, believed to reflect the approximate general conditions prevailing in other regions of the country, it was stated.

The analysis revealed a generally unsatisfactory appearance of store fronts. The most frequent recommendations call for the painting and refinishing of store exteriors and the installing of new or the replacing of existing outside signs.

Painting or repairing of walls and ceilings and the improvement of store lighting are recorded as the greatest interior needs.

"The object of the study is to present, on the basis of a limited sample, an analysis of the actual physical condition and appearance of small and medium-sized stores and service establishments with appropriate recommendations for improvement," Alexander V. Dye, Director, Bureau of Foreign and Domestic Commerce, said in commenting upon the analysis.

"Although retailers in greater numbers than ever are recognizing that modernization of their establishments is a good investment, the analysis of store needs which has just been completed clearly reveals that existing opportunities for the modernization of retail stores in the United States are great," he said.

"Modernization of the many retail establishments now in need of reconditioning not only would act as a stimulant to general industry and employment but would result in increased sales and profits through the attraction of additional customers to the establishments so improved.

"Modernization is a business proposition which every retailer must consider carefully if he is to retain a strong competitive position in his community."

Apparel stores, the analysis reveals, are in the best condition of all of the groups of retail establishments included in the study both as to exterior and interior appearances although it is recorded that approximately one-third of such stores offer an opportunity for improvement.

Among all of the establishments observed for the purpose of the analysis, dry cleaning, pressing and shoe repair shops are rated lowest on the impressions given by both exteriors and interiors, nearly three-fourths being rated as "fair" or "poor" in these respects.

Observations included in the analysis indicate that opportunities for modernization of retail grocery establishments are great.

Details are shown for sixteen business classifications as recorded in the study and some of the tables are arranged to show differences recorded for different locations within a city, and in accordance with traffic density. The kinds of business classifications are grocery stores; other food stores; general merchandise, farmer's supply and country general stores; apparel stores, automotive groups; furniture and household stores; lumber, building and hardware group; restaurants, eating and drinking places; cigar stores; drug stores; jewelry stores; stationery, book and office supplies stores; miscellaneous retail and second-hand stores; barber and beauty shops; dry cleaning, pressing and shoe repair shops; and mechanical repair and service shops.

In order to assist store operators to plan modernization projects in their own stores, a ten-page check list is reproduced in the report. This check list enumerates practically all of the features in a store which might be subject to physical improvement, either as to appearance or efficiency. For each item listed in the check list a number of possible faults are listed for the guidance of the store owner.

Observations deal with the exterior general impressions of the stores, outside signs, display windows, entrances, and interior general impression. The existence of specified facilities and features are also tabulated, and include outside electric or neon signs, steps at entrance, observations as to the possibility of building ramps to do away with steps, public telephones, telephone booths, wash rooms, mechanical refrigeration, machine equipment, vending machines, cash registers, computing scales, coin operated games, lighted cases, modern fixtures, and structural obstacles.

A discussion is included on the various phases of modernization from a merchandising point of view, and the technique of the study is discussed in such a manner as to guide others in conducting similar surveys.

It is shown that about three-fourths of the grocery and drug stores in the sample are using mechanical refrigeration, while 61 per cent. of the restaurants have this equipment. It is pointed out in this connection that manufacturers of mechanical refrigeration equipment will find some justification in this report for directing their principal sales effort to the replacement of existing equipment with new and more efficient models, rather than in the promotion of sales to establishments not now having the equipment.

Washrooms. Washrooms seem to be a minimum requirement in an establishment where people are employed, yet this facility was missing in a sizeable proportion of most kinds of business observed. Eighteen per cent. of all the stores in the sample have no washroom.

(*Continued on Page 14*)

Cuban Exports Set 2-Year Low Mark

Despite Poor Trade in June, However, Leaf Tobacco Shipments in First Six Months Shows 21% Gain

THE VALUE of Cuba's tobacco export trade in June, 1936, was 894,671 pesos, setting a new low record for the last two years, as compared with 1,289,586 in May, and 1,220,993 in June, 1935. The United States, the United Kingdom, Spain, France, Germany and Argentina, the leading foreign outlets, purchased smaller quantities than in May.

Cuban leaf tobacco shipments in June, 1936, totaled 1,063,271 pounds, a 34 per cent. drop from 1,615,056 in the preceding month, and 47 per cent. under 2,011,185 in June, 1935. Exports to the United States declined 20 per cent. to 768,206 pounds, valued at 478,419 pesos, from 1,093,145 pounds, valued at 651,471 pesos, in May, 1936.

The average price of leaf tobacco was five cents per pound higher than in May, fifty-five and fifty cents, respectively. Improvement in prices of tobacco for the United States market accounted for the rise.

The cigar trade experienced a sharp setback. June, 1936, exports of 3,359,500 pieces were 33 per cent. less than 5,003,243 in the preceding month, and 6 per cent. under 3,585,473 in June, 1935. The United Kingdom cut purchases from 2,122,640 (230,501 pesos) in May to 1,624,119 (170,172 pesos). Spain bought 1,767,050 cigars (126,588 pesos) in May and 1,049,000 (67,526 pesos) in June. Shipments to the United States, Cuba's fourth best customer for cigars, advanced from 143,475 (16,306 pesos) in May to 237,175 (24,476 pesos).

The average price of 1000 cigars decreased from 94.42 pesos in May to 89.77 in June.

Shipments of cigarettes in June, 1936, totaled 3,033,760 pieces, a 53 per cent. gain over 1,978,104 in the preceding month.

Smoking tobacco exports amounted to 9520 pounds, a 46 per cent. decrease in comparison with 17,504 in May, 1936, but a 23 per cent. increase over 7728 in June, 1935.

Leaf tobacco shipments in the first six months of 1936 totaled 11,900,722 pounds, an advance of 21 per cent. as against 9,842,283 in the same period of 1935.

Exports of cigars in the first six-months' period amounted to 22,317,153 pieces, a 19 per cent. gain over 18,804,998 in the 1935 months. Cigarette shipments declined steadily during the period until June, the figure for the 1936 first six months of 12,906,978 pieces being 17 per cent. less than 15,532,851 in the 1935 period.

SUCCESSFUL men smoke cigars—quality cigars. These men rate a store more on the quality of cigars handled than on any other piece of merchandise. A line-up of El Producto will win these men—and their influence goes far.

G. H. P. Cigar Co. Inc. Phila., Pa.

EL PRODUCTO *Cigars*

for real enjoyment

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

VENDING MACHINES

ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

HAVANA CIGARS

BEER WITHOUT CIGARS, IS LIKE KISSING WITHOUT LOVE—Adopt as your slogan, "Kiss your beer, but love your cigars." Specially those Havana blended, "Good to the last Puff," manufactured by A. Ramirez & Co., Post Office Box 1168, Tampa, Fla. Write them for particulars today.

TOBACCO WORLD

The National Tobacco Business Monthly

A GOOD ADVERTISING MEDIUM

STORES NEED MODERNIZATION

(*Continued from Page 12*)

Electric Signs. A large majority of the stores observed do not have good exterior electric signs, 34 per cent. of the stores lacking this feature.

Interior Lighting. Store lighting was found inadequate in about 29 per cent. of the cases.

Apparel Stores. These stores make a better showing on exterior and interior appearance than any other kind of business surveyed. Nearly one-third of them, however, offer opportunity for improvement. They are frequently reported as needing outside signs replaced or new ones installed. Less than 3 per cent. are reported as having such facilities as telephone booths. Twelve per cent. have no washrooms. Over one-fourth need the painting or repairing of walls and ceilings and the rearrangement of fixtures. One-fifth of these stores need better or additional interior lighting and better floors.

Drug Stores. Drug stores rank first in the use of electric or neon outside signs, public telephones, telephone booths, washrooms, mechanical refrigeration, cash registers, and modern fixtures. Nearly one-fifth of them need the store fronts painted or refinished, and over 13 per cent. require the installation or replacing of outside signs. Walls and ceilings need painting or repairing in 30 per cent. of the drug stores. Nearly one-fourth need new or additional lighting fixtures.

Grocery Stores. Thirty-seven per cent. have steps at the entrance but in nearly one-half of such cases ramps could be built; 25 per cent. of the stores have no washrooms; 86 per cent. have machine equipment; 90 per cent. have cash registers; 91 per cent. have computing scales; 45 per cent. need the walls and ceilings painted or repaired; over one-third of the stores need better interior lighting.

Restaurants. Fifty-seven per cent. of the restaurants have neon or electric outside signs. They made the best showing in this respect of any of the business groups observed. Thirteen per cent. have no washrooms. It is surprising to find this condition in eating and drinking places. Over 26 per cent. call for the painting or refinishing of store fronts; nearly two-thirds need some kind of interior modernization. Clean, well-painted walls appear to be a minimum requirement for restaurants, but this survey indicates that more than four out of every ten are neglecting this essential consideration. Over one-fourth of the restaurants need new or additional interior lighting, and a similar percentage require attention to floors.

PICK & PAT
in "PIPE SMOKING TIME"
with
DILL'S BEST YELLOW JACKETS
under the leadership of Bennie Krueger and the
FOUR MODEL SMOKERS,
the Landt Trio and White
COLUMBIA BROADCASTING SYSTEM
COAST-TO-COAST MONDAY NIGHTS
Tune in with the increasing sales of . . .

DILL'S BEST and MODEL TOBACCOS

CIGAR SALESMEN, CARRY ON!

By Abe Brown,

President, National Board of Tobacco Salesmen's Associations

EVERY cigar salesman in the country, is, or should be, familiar with the creation of the Cigar Progress Board, the election of Joseph Kolodny as administrator of the Cigar Progress Board, the appointment to the Cigar Progress Board of Ben L. Laschow of Brooklyn, Harry Rendelman of Philadelphia and myself as representatives of the country's salesmen and of the aims and purposes of the Cigar Progress Board.

I will not, here, relate any of the results already accomplished nor any of the projects now being promoted or about to be launched. Let me urge every cigar salesman in the land to follow through on every instruction and on every request that comes from the Cigar Progress Board through Administrator Joseph Kolodny.

Let us compare the Cigar Progress Board to General Headquarters, Administrator Joseph Kolodny to the major general, the many sales managers and branch managers to colonels and captains and the salesmen to privates.

General Headquarters and the major general are working heroically to get smokers to smoke more cigars and create new cigar smokers out of non-smokers. Their plans are well thought out, well laid and well planned. The colonels and captains, I know, do instruct the privates to follow through. And unless the privates follow through, the plan of battle must fail. The work of us privates, to a large degree, is even more important than that of General Headquarters.

If we all work together, the several plans must succeed. Succeeding, it means that the cigar business becomes better, the manufacturers, distributors, jobbers and retailers make greater profits and, of course, we, the salesmen, will draw larger salaries or earn greater commissions.

So, out of pure selfish reasons, let us all, every cigar salesman in the land, follow through with every instruction that is issued by the Cigar Progress Board through Administrator Joseph Kolodny.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotches
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

CIGAR BOXES
Tel. Algonquin 4-9532 Established 1873
NIC. ALTHAUS CO
CIGAR BOXES
657-641 EAST 17 ST. NEW YORK

"A business that isn't worth advertising ought to be advertised for sale".

America's

outstanding 5¢ *cigar value*

For years, Muriel has been a "best seller" everywhere at ten cents. Now, in its new Senator size, and at its new nickel price, Muriel stands out as the five-cent cigar combining Domestic and Havana charm at a price any smoker can afford.

Don't miss Muriel as the sure-fire five-cent leader on *your* cigar counter.

P. LORILLARD COMPANY, INC.
Established 1760
110 WEST 40th STREET · NEW YORK CITY

★

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Are Outstanding In
Quality-Design-Cost

AUTOKRAFT BOX CORP.

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Detroit, Mich.

Hellam, Pa.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

"I FORGOT"

By Frank Trufax
Distributor of Bayuk Cigars

"I FORGOT!" More trouble has arisen from that short but shattering admission than from any other two words in the English language! Remember that bill we didn't collect because we FORGOT to take a statement with us? Remember the half day we lost because we FORGOT to get that bum tire fixed? Remember that Big Buyer quitting us because we FORGOT to phone in his rush order?

Remember that—but what's the use. You KNOW we salesmen do FORGET, but what are we getting by forgetting and why do we forget?

Sure, we're always going to forget some things, but it is a positively proven point that you cannot FORGET that which you want to remember if you really WANT to remember. So, if you FORGET important things, it's because you don't choose to REMEMBER important things.

And, when we do not choose to remember, it's because we are CARELESS. Yes, sir, Carelessness breeds Forgetfulness, and Carelessness means that we are heedless, that we are negligent, that we are unconcerned, that we are inattentive and that we just don't care. That's what it means!

We forget because we're careless in wanting to remember and we remember because we are careful not to forget.

To forget seems so excusable and so forgivable that we do not sense the same damning indictment in "I FORGOT" as we do to the admitted crime of "I WAS CARELESS."

Even at the risk of repetition, let's look at Forgetfulness this way. Say, for instance, you knew you should have had that all-in tire repaired before you started on the trip. It was in your mind what should have been done but you didn't do it. What was IN your mind, you LET Go out of your mind and then you say you "forgot." Baloney! Why did you let it go out of your mind? Because you were CARELESS in not keeping it in your mind? Careless—that's all and that's enuf!

Deliberately diagnosed, Forgetfulness is NOT Forgetfulness . . . Forgetfulness is CARELESSNESS, and to cure Forgetfulness you've got to rid your system of Carelessness.

There's no magic medicine that can be given you. You've got to charge your mental machinery to PAY ATTENTION to what's what and our miraculous minds won't forget unless we're Careless and want to forget. That's the prescription and is to be taken whenever you THINK.

CONGRESS CIGAR PROFITS

CONGRESS CIGAR COMPANY, INC., reports for quarter ended June 30, 1936, net profit of $38,281 after depreciation, Federal income taxes, etc., equivalent to 12 cents a share on 302,900 no-par shares of capital stock, which were outstanding December 31st last, excluding 47,100 shares in treasury.

This compares with net loss of $15,082 in preceding quarter and net profit of $55,888 or 18 cents a share in June quarter of previous year.

For six months ended June 30th last, net profit was $23,199 after charges and taxes, equal to seven cents a share, comparing with net profit of $23,064 or 7 cents a share in first half of 1935. Company is controlled by Porto Rican American Tobacco.

YOUR LUCKY STRIKE HIT PARADE

SORTING of the millions of entry cards received in one week in Your Lucky Strike Sweepstakes keeps five counting machines busy counting the cards. In the Sweepstakes, conducted in connection with Your Hit Parade, men and women are given a chance to show how well they know their popular songs by filling in the names of the three tunes they think will be the nation's favorites that week. Winners receive a carton of Luckies.

Your Hit Parade is made up of the fifteen most popular songs in the country each week, as determined by a huge, nation-wide survey in which information is received and tabulated from more than 200 sources to learn which songs are best sellers in sheet music and phonograph records, which are most frequently requested of prominent orchestra leaders, and which are played most often over the air.

The Sweepstakes feature was added to Your Hit Parade several months ago. It met with a tremendous response from the start and the number of entries has mounted so rapidly that millions are now received each week.

Meanwhile, sales of Luckies are reported to be increasing and the three plants at which Lucky Strikes are made have been placed on a full forty-hour week schedule.

Though dealers do not play an important part in this contest, except through distributing entry blanks, they realize that no one is more anxious for them to sell Lucky Strike cigarettes than is the American Tobacco Company, and hence are intensely interested in its success. The cigarettes given as prizes are few compared to total production. Sales of Lucky Strike cigarettes in the last seven years have varied from 32 to 44.6 billions, according to Standard Statistics Company.

As an aid to contestants, the sponsors list the three winning selections for the last twenty-eight weeks, and also supply a list of the previous week's fifteen leading songs in order, and the position of these fifteen selections in the two preceding weeks.

The winning songs have repeated three times during the past six months. The number one position for four weeks a-running was held by "Is It True What They Say About Dixie." This song then went to second place, and returned to first place for the following week.

The Hit Parade program is nearly two years old. Originating as a half-hour sustaining offering, with ten songs played, it was soon taken over by American Tobacco Company through its agency, Lord & Thomas, New York, and enlarged to a one-hour show, with fifteen songs.

Each week leading hits as shown by the survey were played, and the standing announced. George Washington Hill, Sr., president of the company, noted that the changes in the standing of different songs proved to be of interest among his friends, and that they frequently made bets on the probable standing to be announced in the next broadcast.

He sensed the Sweepstake idea from this observation and quickly changed the program into a contest for rewarding winning guessers with gifts of Lucky Strike cigarettes.

Why pay for
excess weight
in your box?

For minimum freight or express

SPECIFY SPRUCE
FOR YOUR BOXES

UPTEGROVE LUMBER CO.
15 Washington St. Newark, N. J.

Cigar Box Lumber for 63 years

Established 1886
"BEST OF THE BEST"

OPTIMO CIGARS
VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
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HAVANA TOBACCO

ROTHSCHILD-SAMUELS-DUIGNAN, INC.

Harry S. Rothschild, President
Lee Samuels, Vice-President
Milton Samuels, Vice-President
Chas. W. Duignan, Sec. and Treas.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATIONS

PILSUDSKI:—46,565. For all tobacco products. Walter Wojtowicz, Hartford, Conn., July 17, 1936.

BERNSTONE'S EXCEPTIONAL VALUE:—46,566. For cigars, tobacco and cigarettes. M. Bernstone, Inc., Buffalo, N. Y., August 7, 1936.

DRUCK'S PERFECTO:—46,567. For all tobacco products. Fred E. Druck & Co., Dallastown, Pa., August 12, 1936.

ROPP:—46,568. For pipes and smoking accessories. House of Comoy, New York, N. Y., August 14, 1936.

TRANSFERRED REGISTRATIONS

COLOMA:—15,733 (U. S. Tobacco Journal). For cigarettes, and **19,197** (Trade-Mark Record), for cigars, cigarettes and tobacco. Registered September 8, 1894, and May 11, 1898, respectively, by Witsch & Schmitt, New York, N. Y. Transferred to A. Santaella & Co., New York, N. Y., and re-transferred to Consolidated Litho. Corp., Brooklyn, N. Y., December 12, 1934.

KALOMA:—30,333 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered August 11, 1914, by Pasbach-Voice Litho. Co., New York, N. Y. Transferred to A. Santaella & Co., New York, N. Y., and re-transferred to Consolidated Litho. Corp., Brooklyn, N. Y., December 12, 1934.

MADAME BUTTERFLY:—32,667 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 8, 1907, by Wm. Steiner Sons & Co., New York, N. Y. Through mesne transfers acquired by F. X. Smith's Sons Co., McSherrystown, Pa., and re-transferred to Lancaster Cigars, Inc., Red Lion, Pa., July 24, 1936.

CORRECTED PUBLICATION TRANSFERRED REGISTRATION

PIZARO:—26,714 (Tobacco World). For cigars, cigarettes and cheroots. Registered August 25, 1910, by Heywood, Strasser & Voigt Litho. Co., New York, N. Y. Through mesne transfers acquired by Casimiro Parrino, Chicago, Ill., and re-transferred to Joe Lorasso and John Fleming, owners of the Pizaro Cigar Factory, Chicago, Ill., June 27, 1936.

CHALKLEY PHILIP MORRIS HEAD

Otway H. Chalkley has been elected president and Alfred E. Lyon first vice-president of Philip Morris & Co., Ltd., Inc. Mr. Chalkley, for a number of years first vice-president of the company, was chosen to succeed the late Leonard B. McKitterick. Mr. Lyon, who was promoted to succeed Mr. Chalkley, was also made a member of the board of directors. Messrs. Chalkley and Lyon were associated for many years with Mr. McKitterick in carrying out the company's policies.

DUBONNET'S REYNOLDS METAL WRAP

The United Cigar Stores recently adopted Reynolds Metal individual cigar wrappers for their own brand, Dubonnet cigars. The United Stores feature San Felice cigars which are reported to have enjoyed a phenomenal sales increase since the adoption of Reynolds Metal individual wrap.

SIX MONTHS OF TOBACCO EXPORTING

THE VOLUME of the leaf tobacco export trade of the United States with all foreign countries during the first six months of 1936, although materially below all first six-months periods in a decade, with two exceptions, showed quite a recovery when compared with the first six months of 1935. The increase in volume over the 1935 first six months amounted to 26.72 per cent., and over the like period of 1933 an increase of 2.25 per cent. was registered.

The all-peak year in United States tobacco exporting was in 1918—an abnormal year when world's stocks of leaf tobacco were almost depleted. Of normal years, exports of leaf tobacco attained the peak in 1928. Exports of leaf in 1919 amounted to 776,678,000 pounds, and the total value was $259,986,000. In 1928, the total volume was 583,846,000 pounds and the total value $154,465,000. In that year 42 per cent. of all shipments were recorded in the first six months and 58 per cent. in the last six months.

In the first six months of 1936, total exports of leaf tobacco from the United States to all foreign countries amounted to 172,197,463 pounds, valued at $43,668,178, compared with 135,889,019 pounds, valued at $36,637,543, in same period of 1935, and 202,097,152 pounds, valued at $41,187,405, in the 1934 months, thus recording a decrease of 14.80 per cent. as compared with 1934, but an increase of 26.72 per cent. as compared with 1935.

Increases in the export volume over that of the 1935 period was registered in Bright Flue-Cured, Dark-Fired Kentucky-Tennessee, Dark Virginia, Maryland and Ohio Export, One Sucker, Black Fat, etc., cigar leaf and Perique, while losses were made in Burley, Green River, and Stems, Trimmings and Scraps.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
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WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

RETAIL TOBACCO DEALERS OF AMERICA, INC.

WILLIAM A. HOLLINGSWORTH, 233 Broadway, New York, N. Y. ..... President
CLIFFORD N. DAWSON, Buffalo, N. Y. ..... Executive Vice-President
JAMES C. THOMPSON, Chicago, Ill. ..... Treasurer

ASSOCIATED CIGAR MFRS. AND LEAF TOBACCO DEALERS

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... First Vice-President
D. EMIL KLEIN, New York City ..... Second Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

ABE BROWN, 408 Market Street, Newark, N. J. ..... President
JOSEPH FREEMAN, 615 West 150th Street, New York City ..... First Vice-President
FRANK SOBEL, 72 Williams Street, Newark, N. J. ..... Secretary
ALBERT FREEMAN, 25 West Broadway, New York City ..... Treasurer

THE NATIONAL ASSOCIATIONS OF TOBACCO DISTRIBUTORS, INC.

E. ASBURY DAVIS, Baltimore, Md. ..... President
JOSEPH KOLODNY, 200 Fifth Ave., New York, N. Y. ..... Secretary
GEO. B. SCRAMBLING, Cleveland, Ohio ..... Treasurer

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In This Issue

SOCIAL EVENTS SHOULD PROMOTE CIGARS
By Joseph Kolodny

ADVERTISING BATTLE OF LEADING CIGARETTES

CIGARS AND CIGARETTES GAIN IN AUGUST

CIGARS GAIN 208 MILLION IN EIGHT MONTHS

THE TALK OF THE TRADE

AFTER THE GREATEST FINISH UNDER FIRE IN GOLFING HISTORY: Tony Manero, winner of the 1936 National Open Golf Tournament. Tony says: "'For digestion's sake—smoke Camels!' hits the ball right on the nose. I feel cheered up while I'm eating—enjoy my food more—and have a feeling of ease afterward when I enjoy Camels. Camels set me right."

WHETHER YOU ARE CATCHING A QUICK BITE OR DINING IN STATE—

"FOR DIGESTION'S SAKE ... SMOKE CAMELS!"

Copyright, 1936, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

CHAMP BOWLER. Johnny Murphy, says: "Smoking Camels at meals and after works out swell in my case. After a meal and Camels, I settleback andreally enjoy life."

"WHAT A PLEASANT AID to digestion Camels are!" says this busy homemaker, Mrs. Charles Sickles. "They add special zest to any meal. Camels set me right. So many women I know smoke Camels. They're so mild!"

Camels increase digestive activity—encourage a sense of well-being!

WITH healthy nerves and good digestion on *your* side, you're bound to feel on top of the world. Camels help in two special ways: Tension is lessened and Camels promote digestive well-being. For invigorating "lift"—for matchless taste—and "for digestion's sake"—the answer is the same: Camels. Camels set you right! And they don't get on your nerves or tire your taste.

Costlier Tobaccos

Camels are made from finer, MORE EXPENSIVE TOBACCOS ... Turkish and Domestic ... than any other popular brand.

HOLLYWOOD RADIO TREAT! Camel Cigarettes bring you a FULL HOUR'S ENTERTAINMENT! Benny Goodman's "Swing" Band ... George Stoll's Concert Orchestra ... Hollywood Guest Stars ... and Rupert Hughes presides! Tuesday—9:30 p.m. E. S. T., 8:30 p.m. C. S. T., 7:30 p.m. M. S. T., 6:30 p.m. P. S. T., over WABC-Columbia Network.

HOBART B. HANKINS—*Editor* *Associate Editor*—JOHN CLEARY

THE TOBACCO WORLD

Vol. 56 OCTOBER 1936 No. 13

AUGUST consumption of cigars and cigarettes have made substantial gains over August of 1935—which is something. There is the probability that September will show these products still going forward.

With more money in circulation and the promotional activities of tobacco trade organizations there is every indication that the tobacco industry will enjoy one of the best years it has had in a long time.

While there are many contributory factors which have helped, the fact remains that the increasing spirit of co-operation in the industry from the manufacturer to the retailer is after all the corner stone on which the growing prosperity of the tobacco industry is being built.

▲

PRESIDENT William A. Hollingsworth of the Retail Tobacco Dealers of America, Inc., is taking a most commendable step in requesting the Federal Trade Commisison to authorize a trade practice conference with the view of formulating rules for the trade which will correct abuses and eliminate methods of unfair competition.

If the conference can set up trade practice rules agreeable to the Commission, *and secure their enforcement,* then something very much worth while will have been accomplished.

Wtih almost every issue of THE TOBACCO WORLD it is followed by several visits from the postman and a request for two cents for Mr. Farley's post office department. And for the two cents we get a card which reads "Gone—Left No Address", which means that another retailer and subscriber has found the tobacco business unprofitable.

Whether the fault is that of the retailer or that of his competition, the fact remains that this particular retailer is OUT OF BUSINESS.

And so long as this condition continues, jobbers and manufacturers will continue to suffer losses.

Certainly it is to be hoped that something definite will come out of President Hollingsworth's efforts and that a general housecleaning which has been in the cards for these many years will be undertaken and accomplished.

▲

OUR English contemporary, *Tobacco,* has published in its September issue an interesting editorial concerning the matter of cigarette smoking by girls working in factories.

The comment deals with a millinery factory in Auckland, New Zealand, where it was found that 80 per cent. of the 350 women employees produced cigarettes and matches on the very first morning when a rest period was established, during which those who do not smoke are served with a cup of tea.

Thus far the experiment has resulted in increased production, and a reduction in the number of cases of headaches, nerve jangles, and other temporary ills that result in lost time.

Aside from the matter of increased production to the millinery manufacturer, it offers broad prospects in the cigarette field. It might turn out that such an experiment would lead to a greatly increased cigarette consumption if this program were introduced to any great extent in factories where girls and women are employed.

No comment is needed on the fact that girls and women do constitute an appreciable proportion of cigarette smokers throughout the world, and as regards this story from New Zealand, we can only add Ripley's "Believe it or not", to it.

▲

CONSIDERABLE interest has been aroused by the remarkable profit record of Philip Morris & Co., as compared with earnings for the similar period of six months (ending September 30th) of 1935. It is reported that the profit for the current period may double that of last year.

A 10 per cent. free deal as of September 1st, has brought immediate results and it is anticipated that an all-time sales record will be established this month.

It may be noted over a long period of time that in years of depression tobacco products are the last to succumb, as compared with other industries, and the first to revive with the improvement in business.

▲

KING EDWARD VIII has given an impetus to the briar pipe industry in England and her possessions, and perhaps to many other countries. He was recently photographed puffing on a graceful straight-stemmed pipe with a small bowl, and we understand that the reaction in England among the younger generation has been immediate.

This style of pipe seems to have caught on with the youth of the country, and as a result the pipe trade is going right ahead and capitalizing it. So much for royalty and its ability to make capital for the taxpayers of the empire.

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

"PAGING Joe Kolodny"—Administrator of the Cigar Progress Board. And we hope we find him, for what follows is right in his own back yard, and we know that Joe will plow deep while he is about it. By now he must have read the letter of "El Ropo de Chica" in the September 24th issue of *Advertising & Selling*, for which that publication has seen fit to write a head, "The Snoozing Cigar Industry."

And here is the letter:

"How about an educational cigar campaign for a change? Tell the fatheads behind the counter and the fledglings before it how to smoke, what to smoke, and why.

"Tell them what makes a good cigar—about the filler and the wrapper. Run good drawings of the various shapes, and the appropriate occasion for each. Tell the public what all those foreign words mean, if you must use them. Print the name of the shape on the inside lid of the box—in readable type—so that the kidney-footed waiters can get it right the second time. Tell them to insist on a fresh cigar, and how to recognize one. Punch a hole in the smoking end, so we can light up without chewing. Get the dealer to stock all the important shapes; try to get them to keep their stocks in the proper atmosphere.

"Today's young men are totally ignorant of all matters concerning cigars; they don't even know how to light and smoke a cigar correctly. Why not teach them?

"Above all, give a man a cigar he can smoke!"

The cigar withdrawal figures for the first eight months of 1936, which appear in this issue of The Tobacco World, give a fair answer to "El Ropo de Chica." Now, Joe, do your stuff!

▲

A FEW years ago The Tobacco World ran a series of editorials directed against the use of cellophane on cigars or similar transparent coverings. We carried on for about a year and then threw it into the discard.

We received several hundred letters on the subject from large and small cigar manufacturers. They were almost unanimous in their desire to discontinue its use, but invariably they finished their comments with a paragraph to the effect that so long as their competitors used it they did not dare to abandon it.

And now *Tobacco Record*, in its issue of September 23d, comes out with a full page editorial blast against it. We are glad to see that our contemporary is now reviving the campaign which The Tobacco World started.

Just what aroused the *Tobacco Record* we do not know, but this quarrel with the use of cellophane or any other type of transparent covering supported by any tobacco trade publication will have our support, regardless of the fact that we are competing for advertising and circulation in the same field. Our brains have not yet shriveled to the extent that we hesitate to advertise a competing publication when it is out to do a good job.

The transparent wrapper has never helped the cigar industry in any way, and has put an added expense upon it, thus reducing the annual earnings of the cigar company using it, and we believe that it has in the past contributed to a decrease in cigar consumption.

We do know of a fact that in some of the clubs of the country a tremendous objection has been raised against the use of this type of covering, and that in higher grade merchandise, a certain percentage of all shipments are packed without covering in a natural wood box.

▲

THE very interesting figures of the Tobacco Merchants Association which cover the cigar withdrawals for the first eight months of the calendar year emphasize the progress that is being made in increasing consumption of cigars. Thus far in 1936 it looks as if the cigar smokers have been burning up more than 14,000,000 a day up to September 1st, an increase of almost 950,000 a day more than in the same period in 1935.

This is getting fairly close to an increase of a million cigars smoked each day this year as compared with last year, and we wouldn't be at all surprised if the cigar industry hit that mark by January 1, 1937.

It appears as if history continues to repeat itself, for after long periods of declining consumption, the cigar industry invariably comes back marching swiftly forward to new records.

▲

DURING the first eight months of this year the exportation of tobacco to the United States from Cuba has declined more than 21 per cent. and the value of the shipments have dropped more than one million dollars. This represnts a decrease of more than two million pounds of tobacco as compared with the first eight months of 1935.

However with the continued improvement in the cigar manufacturing industry in the United States there is every reason to believe that exportations of Cuban leaf to this country will begin to show an upward trend in the very near future.

▲

THE situation of the A. Schulte Co. chain of stores is attracting considerable attention, and in order to hold off pressing creditors the employees have agreed to accept a 4 per cent. wage reduction. It is said this will enable the company to keep all of its stores open, temporarily at least, and at the same time keep their employes on the payroll.

It is another example of the eventual outcome of selling merchandise at cost or less. It is particularly unfortunate that a chain organization of the size of the A. Schulte Co. should find itself in such a predicament, and it further emphasizes the fact which has been obvious over a period of years that the retail prices of cigarettes need stabilization.

There are trade organizations available which should be able to put an end to price-cutting not only on the part of the chains but the independents as well. And for the good of the retail trade something should be done about it.

Cigars and Cigarettes Gain in August

Only Class B Cigars Register a Decline; Increase in Cigarettes for Month Amounts to 12.15 Per Cent

WITH the exception of Class B, cigars withdrawn for consumption for August as well as for the first eight months of the calendar year, continue their upward trend indicating that money is circulating more freely to the benefit of the tobacconists of the country.

While cigarettes did not reach the all-time high set in July—and that was not expected—they did, however, pile up the staggering total of more than 13 billion, 430 million for the month, that being an increase of more than one billion 455 million. Unlike recent months, cigars and cigarettes were the only two classifications of tobacco to register gains, losses being sustained in little cigars, large cigarettes, snuff and manufactured tobacco.

Class A gained more than 5 per cent. over August of 1935 and increased more than 8 per cent. for the first eight months of this year as compared with the first eight months of the previous year.

Class B which has long given evidence of not being a popular priced cigar, declined 13.5 per cent. in August and more than 21.5 per cent. for the first eight months.

Class C is up more than 11 per cent. for August and shows an almost 11 per cent. increase for the first eight months.

Class D cigars jumped 18.67 per cent. in August while the eight months increase is something less than 5 per cent.

Class E cigars showed an increase of almost 20 per cent. in August as against an eight months decline of 2.69 per cent.

The total increase for all classes in the United States for August was 5.61 per cent. and for the eight-month period 8.03 per cent.

August cigarette withdrawals are up more than 12 per cent. with almost a billion and a half gain.

Manufactured tobacco declined more than 12 per cent., while little cigars fell off more than 19 per cent.

Cigars from the Philippines for the first eight months show a loss of more than 18 per cent. over the same period in 1935.

	August, 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	397,757,305	+	19,651,335	5.20
Puerto Rico	5,000,700	+	1,042,670	26.34
Philippine Islands	15,663,725	—	4,353,660	21.75
Total	418,421,730	+	16,340,345	4.06
Class B—				
United States	3,832,497	—	598,313	13.50
Puerto Rico	115,800	+	112,300	....
Philippine Islands	28,033	+	19,556	....
Total	3,976,330	—	466,457	10.50
Class C—				
United States	41,222,956	+	4,140,940	11.17
Puerto Rico	6,750	—	39,500	....
Philippine Islands	23,790	+	19,714	....
Total	41,253,496	+	4,121,154	11.10
Class D—				
United States	2,868,516	+	451,260	18.67
Puerto Rico	.....		.....	....
Philippine Islands	7,200	+	6,600	....
Total	2,875,716	+	457,860	18.94
Class E—				
United States	294,253	+	48,620	19.79
Puerto Rico	.....		.....	....
Philippine Islands	150	+	120	....
Total	294,403	+	48,740	19.84
Total All Classes:				
United States	445,975,527	+	23,693,842	5.61
Puerto Rico	5,123,250	+	1,115,470	27.83
Philippine Islands	15,722,898	—	4,307,670	21.51
Grand Total	466,821,675	+	20,501,642	4.59
Little Cigars:				
United States	13,139,240	—	3,100,507	19.09
Puerto Rico	300,000	+	300,000	....
Philippine Islands	.....		.....	....
Total	13,439,240	—	2,800,507	17.24

	August, 1936		Increase or Decrease Quantity	Per Cent.
Cigarettes:				
United States	13,430,194,483	+	1,455,363,316	12.15
Puerto Rico	200,000	—	185,540	....
Philippine Islands	46,600	—	116,280	....
Total	13,430,441,083	+	1,455,061,496	12.15
Large Cigarettes:				
United States	139,500	—	55,850	28.58
Puerto Rico	.....	—	50,000	....
Philippine Islands	.....		.....	....
Total	139,600	—	105,850	43.12
Snuff (lbs.):				
All United States	2,741,396	—	159,917	5.51
Tobacco Mfd. (lbs.):				
United States	24,014,224	—	3,296,808	12.07
Philippine Islands	.....		.....	....
Total	24,014,224	—	3,296,808	12.07

Internal Revenue Collections for August

Source of Revenue	1936	1935
Cigars	$ 1,089,042.66	$ 1,036,162.49
Cigarettes	40,291,760.89	35,926,561.38
Snuff	493,451.33	522,246.27
Tobacco, chewing and smoking	4,322,631.61	4,916,174.43
Cigarette papers and tubes	100,563.61	122,592.88
Leaf dealer penalties	10.00	74.72

U. S. Cigar Withdrawals for August

1920	672,020,289	1928	601,877,267
1921	622,039,033	1929	598,582,720
1922	641,164,181	1930	517,199,767
1923	616,264,768	1931	463,255,644
1924	573,626,977	1932	401,143,060
1925	557,432,039	1933	434,820,517
1926	594,241,547	1934	425,452,701
1927	604,869,901		

More Than 14,000,000 Cigars A Day

That is the Number Consumed Daily for First Eight Months of Year; Cigarettes Mount to 100 Billion

MORE than 3 billion 400 million cigars were withdrawn during the first eight months of 1936. The exact number, as revealed in the report of the Tobacco Merchants Association, was 3,419,991,854. Do you realize how many sales are represented by those figures? It represents 683,998,371 five-packs—136,799,674 fortieths—or 68,399,837 twentieths.

It represents an increase over the same period of 1935 of 208,620,741 cigars—41,724,148 five-packs—8,344,830 fortieths—or 4,172,415 twentieths. That's a high batting average in any league.

How many cigars were smoked each day during the first eight months of this year? Well, they run into big figures—14,074,040 cigars—2,814,808 five-packs—562,962 fortieths—or 281,481 twentieths—every day!

Even the gain in cigars smoked each day is enough to make a fellow feel that he is in a fast-growing business when he's selling cigars today—940,910 cigars—188,182 five-packs—37,636 fortieths—or 18,818 twentieths.

As has been the case for some time now, the gain was entirely in United States cigars, those from Puerto Rico and the Philippines registering losses. The net increase was 6.5 per cent., although the United States increase was 243,827,159 cigars, or more than 8 per cent.

Class A continued to lead in volume of gain, its total of 3,060,185,775 representing a gain of more than 187 million. The United States gain alone was more than 243 million, or more than 8.20 per cent.

Again Class C leads in percentage of gain. Its total for the eight months was 302,814,096, which was an increase of 10.82 per cent., or a slightly higher rate of percentage than had been recorded for the first seven months.

Class D gained 5.13 per cent., also a higher rate of percentage than previously registered.

Classes B and E declined.

Cigarettes during the eight months went over 100 billion and showed an increase of more than 10 billion, 337 million over last year, a gain of 11.42 per cent., a bigger percentage of gain than heretofore.

Snuff increased more than a million, 36 thousand pounds, or 4.28 per cent.; manufactured tobacco gained nearly two million pounds, or 0.95 per cent.

Little cigars and large cigarettes registered losses.

	1st 8 Mos. 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	2,923,550,250	+	221,935,250	8.21
Puerto Rico	25,169,430	—	10,162,580	28.76
Philippine Islands	111,466,095	—	24,582,375	18.07
Total	3,060,185,775	+	187,190,295	6.52
Class B—				
United States	31,778,864	—	8,734,012	21.56
Puerto Rico	706,700	—	394,150	35.80
Philippine Islands	171,936	—	63,638	....
Total	32,657,500	—	9,191,800	21.96
Class C—				
United States	302,460,816	+	29,619,270	10.86
Puerto Rico	247,450	—	59,650	....
Philippine Islands	105,830	+	14,106	....
Total	302,814,096	+	29,573,726	10.82
Class D—				
United States	22,370,804	+	1,059,684	4.97
Puerto Rico	.....		.....	....
Philippine Islands	35,381	+	33,704	....
Total	22,406,185	+	1,093,388	5.13
Class E—				
United States	1,919,563	—	53,033	2.69
Puerto Rico	.....		.....	....
Philippine Islands	8,735	+	8,165	....
Total	1,928,298	—	44,868	2.27

	1st 8 Mos. 1936		Increase or Decrease Quantity	Per Cent.
Total All Classes:				
United States	3,282,080,297	+	243,827,159	8.03
Puerto Rico	26,123,580	—	10,616,380	28.90
Philippine Islands	111,787,977	—	24,590,038	18.03
Grand Total	3,419,991,854	+	208,620,741	6.50
Little Cigars:				
United States	121,241,106	—	3,410,215	2.74
Puerto Rico	1,502,400	—	947,600	38.68
Philippine Islands	.....		.....	....
Total	122,743,506	—	4,357,815	3.43
Cigarettes:				
United States	100,817,959,250	+	10,337,270,873	11.42
Puerto Rico	2,820,200	+	652,660	....
Philippine Islands	487,830	—	602,200	....
Total	100,821,267,280	+	10,337,321,333	11.42
Large Cigarettes:				
United States	1,511,111	—	81,115	5.09
Puerto Rico	226,000	—	4,000	1.74
Philippine Islands	.....	—	5,900	....
Total	1,737,111	—	91,015	4.98
Snuff (lbs.):				
All United States	25,265,605	+	1,036,425	4.28
Tobacco Mfd. (lbs.):				
United States	207,368,270	+	1,954,188	0.95
Philippine Islands	10	+	7	....
Total	207,368,280	+	1,954,195	0.95

Promote Cigars at Parties

Dances, Banquets and Other Gatherings Provide Occasions to Spread Smoking of Cigars; Board Program Shows Results

By Joseph Kolodny

Administrator Cigar Progress Board

LET me relate to you an interesting experience. In this nation-wide, concerted effort to increase cigar consumption, we naturally seek and make opportunities to interest people in cigars. About three weeks ago, one of the largest New York universities held a reunion in one of the big New York hotels. The total attendance of young men and women was 3500. With the kind consent of the dean and faculty of the university, we were authorized to display—at the entrance to the ballroom—several boxes of cigars and distribute a quantity of Cigar Progress Board scholarship contest literature. As each guest entered the ballroom, we invited him and her to avail themselves of our hospitality to take a cigar and also the literature.

Inasmuch as this is a co-operative effort participated in by many manufacturers, we naturally always take precautionary measures to avoid favoring one brand as against the other. To conform with this policy, we removed the bands from all cigars. The cigars distributed consisted of Panatelas, Perfectos, and Invincibles. Of course, each recipient was advised that the cigars were contributed bly the Cigar Progress Board.

In the course of the evening, the dean halted the proceedings and in a brief address expressed public thanks to the Cigar Progress Board for its kindness.

Four or five days later, a student of the university called me requesting that I please advise him where he might obtain the brand he was given the evening of the party. He stated that he never before smoked cigars. This first one gave him so much pleasure that he wanted to continue smoking them.

Two or three days after that, another young man came up to the office. He said that since the social event, he had been enjoying two or three cigars a day. He wanted me to recommend a brand to him for regular consumption. I did so and only the other day, he phoned me thanking me for the recommendation.

Now, my friends, what should be the moral of this experience? Well, the summer season is coming to an end, the fall and winter seasons are about to commence. Numerous affairs, parties, dances, banquets, and thousands of other types of indoor recreation or diversion will be taking place in every large and small city, village, hamlet, or community and all these events offer and present a splendid opportunity to promote cigars.

We are—at present—preparing a special brochure pertaining to workable methods to be applied in capitalizing these occasions. Meanwhile, if you know of any of these affairs and you want us to work with you on them, please write us. We will suggest to you how to obtain cigars, how to distribute them, and how to secure the maximum of benefit and results.

Of course, in conformity with our liberal policy, we want you to volunteer your own suggestions whenever such an occasion presents itself.

The scholarship contest is certainly productive of definite results. Thousands upon thousands of entries reached our office. They have come from every part of the United States. Among those who have written either poems, slogans, essays, limericks, or sent in posters are boys and adults, young girls, mothers and grandmothers.

The winners of the scholarship contest were selected by the American Students Foundation. Eight students in different sections of the country will be enabled to continue their education as a result of winning prizes for the best slogan, poem or essay on cigars.

The contest attained instant popularity following its inauguration two months ago, which grew to a point where the number of entries far exceeded the board's fondest expectations.

The trade's co-operation in this campaign has further demonstrated its determination to put the cigar industry on a still higher level.

This is, perhaps the first time in the history of the cigar industry that a general community discussion appertaining to cigars has been created.

What will we do next? Really, we are saturated with ideas. We do not claim or profess that they are all good. An idea is only as good as it is productive of tangible results. It may be bad theoretically, yet good practically. On the other hand, it may be superb theoretically, yet disappointing in practice.

We catered to father on Father's Day. We engaged the attention of the college students during the scholarship contest. Our next huge undertaking is arresting the attention of the fair sex. Of course all of you have ideas how it should be done. Come forward. Tell us about them.

We contemplate the revival of the old customs that of collecting cigar bands and making up beautiful designs. Awards will be given—of course—for the best designs. Do you think it is a good idea?

Now, what is your opinion?

The August figures have again demonstrated that the cigar industry is going ahead; that all of us may look forward with the utmost of anticipation to a better and happier future. The extent to which we will enjoy the fruits of the industry's surge forward depends entirely upon the extent to which we—each of us—are willing to extend support and aid to this first national concerted, united effort to rehabilitate a most wonderful industry.

Scholarship Winners Announced

THE Cigar Progress Board announced on September 25th the names of the eight winners of the National Free Scholarship Contest, which it has been conducting for the past two months. The contest was intended primarily to interest young people of college age in cigar smoking, and judging from the many thousands of entries which were received, it succeeded in that purpose.

So great was the response that it required a full week for the officials of the American Students Foundation, New York City—who acted as sole judges—to assort the entries and make the awards.

In order to give the widest play to the imagination of the younger generation, the Cigar Progress Board offered prizes totalling $1200, not only for the best cigar slogans, but also for the best essays, poems, limericks or art posters. Each entrant was required to state the school or college he or she wished to attend. A check-up of the winners show that they intend to use their awards to continue their education.

The prize winners are: 1st—Mrs. Molly Levine, Lynn, Mass.—essay; 2d—John William Evans, St. Louis, Mo.—poem; 3d—Axel Gudmand, Brooklyn, N. Y. —poster; 4th—Jane Kennerly Allen, Wilmington, Del.—slogan; 5th—Thomas F. Barrett, Pawtucket, R. I.—essay; 6th—Harold Pound, Glendale, Calif.—slogan; 7th—Helen Danelz, Minneapolis, Minn.—slogan; 8th—Roger M. Shepardson, Memphis, Tenn.—poster.

A surprising fact about the contest was that nearly 40 per cent. of the entrants were young women. "I think this is particularly significant," stated Joseph Kolodny, Administrator of the Cigar Progress Board, "because of the fact that we have been constantly endeavoring to gain wider acceptance for cigars by women. We recognize the fact that there still exists some objection upon the part of the fair sex to cigar smoking. In some of the literature which we have issued, we have stressed the slogan 'the perfect hostess serves cigars,' and I believe that we have made a great stride forward by virtue of the fact that so many young women entered our Scholarship Contest."

The contest was truly national, inasmuch as entries were received from every state and in quantities in proportion to population.

"We are very grateful to the thousands of cigar distributors and retailers who co-operated with us in this contest by displaying the Scholarship window poster and distributing nearly 2,000,000 entry blanks. The fact that we received a large response from every state is proof that the distributors and retailers are working with us hand in hand, and are anxious and eager to do their share in our effort to increase cigar consumption" said Mr. Kolodny.

Plan Ahead for 1937

AUGUST reports show increasing upward trends in farm products. That includes, of course, tobacco. Even a casual glance at current leaf quotations upon southern auction markets, with bright cigarette tobacco selling above the predicted 23-cent average, notwithstanding the bulk of low grades offered, should convince a tobacconist that this commodity has turned the corner.

Cigar leaf prices, while not officially available as authorized quotations, are higher upon every trading center—Connecticut, for example, anticipating and receiving the highest wrapper and binder prices in years, and Pennsylvania and Ohio joining with Florida and Wisconsin in asking and getting satisfactory figures.

Cigar manufacture, too, like the extremely popular cigarette production, is climbing to new high standards for recent years. August figures, released this week, show the trend. Notwithstanding the vacation seasonal drop, they are remarkably high. And general tax returns are increasing.

Collectors of internal revenue, covering early returns in the third quarterly instalment of income taxes due September 15, showed total collections through that date of $261,262,146, compared with $221,018,484 for the same time last year, an increase of $40,243,662.

People do not pay more money to the government for income taxation unless they are earning it.

This all means that the tobacco industry is surely and steadily improving its sales, its gross and net earnings. The ordinary dividends are being supplemented by numerous extras. And the new corporation law shall cause even wider and more generous declarations of profits as the year wanes.

This is the time, therefore, for our manufacturers and distributors to plan ahead for an extraordinary 1937.

Business cannot be restrained.—*Reuben R. Thomson, in Tobacco.*

Partagas Established in 1845

ONE of the most famous cigar brands manufactured on the Island of Cuba, and sold throughout the world is the Partagas. And it is now ninety-one years old, having been established in 1845.

The late Robert E. Lane, Sr., whom we counted as a personal friend through our years of acquaintanceship, was the Partagas standard bearer in the United States over a long period. During the time that he represented what was then Cifuentes, Fernandez, y Ca. nod Cifuentes, Pego y Ca.) manufacturers of the Partagas brand, he did a splendid job in placing the cigar in the best retail stores and clubs throughout the United States.

We take this opportunity to offer our congratulations to Cifuentes, Pego & Co. on this anniversary of their famous cigar and we hope that we will be here to felicitate them when the life of Partagas has rounded the century mark.

For a Clear Throat
...a light smoke

The charm of a clear, mellow voice is something really precious. That is why to both men and women *a light smoke* means so much. It is only *a light smoke* that offers them the throat protection of the famous "Toasting" process. So for the sake of your precious voice... Lucky for you—it's a light smoke.

—a light smoke

OF RICH, RIPE-BODIED TOBACCO—"IT'S TOASTED"

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Export Trade Increases

Gains 28.15 Per Cent Over Last Year, But is 20.66 Per Cent Below Average Volume of Last Ten Years

THE export trade of the United States in leaf tobacco during the first seven months of 1936, although showing an increase in volume over the first seven months of 1935 amounting to 28.15 per cent., was 20.66 per cent. below the average volume exported during the first seven months of the past ten years. The 1936 volume amounted to 193,084,600 pounds, compared with a ten-year average of 243,534,690.

Exports of Bright Flue-Cured tobacco in the first seven months of 1936 amounted to 122,064,570 pounds and constituted 63.2 per cent. of total leaf exports. The average value per 100 pounds was $32.13, compared with $38.32 in the like seven months of 1935, and $24.48 in the like seven months of 1934. Exports of Bright Flue-Cured leaf in the 1935 period amounted to 82,368,731 pounds and in the 1934 period 145,358,215.

The upward trend in exporting of Bright Flue-Cured leaf was broken in 1932, and shipments in the seven-months period of 1935 were the least of any like period in the past ten years.

Exports of Dark-Fired Kentucky-Tennessee tobacco in the first seven months of 1936, amounting to 38,252,956 pounds, exceeded slightly those of the like period of 1935, but were somewhat under the volume exported in the first seven months of 1934. The average value per 100 pounds in the 1936 period was $10.84, compared with $12.15 in the like period of 1935, and $10.49 in the 1934 first seven months.

The export trend in Dark-Fired Kentucky-Tennessee tobacco in the past ten years has been downward, with only one interruption in the trend, which was in the first seven months of 1935, when the volume was 36,697,212 pounds. The peak year of the ten was in 1927, when the volume exported amounted to 83,038,000 pounds.

A downward trend in Dark Virginia tobacco exports was broken when, at the end of the first seven months of 1936, the volume of 5,698,732 pounds was slightly in excess of that of the 1935 like period. The peak year in the past ten years was 1927, when the volume amounted to 14,730,000 pounds.

Values in the 1936 period averaged $21.56 per 100 pounds, a decrease of 6.8 per cent. from $23.03 in the like period of 1935, and an increase of 28.6 per cent. over the average of $16.84 in the first seven months of 1934.

Exports of Maryland and Ohio Export tobacco, amounting to 4,249,693 pounds in the first seven months of 1936, showed a material increase of 45 per cent. over the 1935 first seven months, but a slight decrease from the volume exported in the like period of 1934.

The 1934 volume amounted to 4,571,597 pounds and the average value $20.08, and the 1935 volume 2,932,663 pounds, and the average value $22.65. The peak seven months was in 1927, when the volume amounted to 10,262,000 pounds. Although there were slight increases in volume, comparing one year with another in the past ten years, the general trend has been downward.

Exports of Burley in the first seven months of 1936 totaled 5,955,256 pounds and the average value was $18.79. The trend in values has been upward and the trend in volume downward. In the first seven months of 1935, the volume was 6,237,088 pounds and the average value $17.99. In the like period of 1934, the volume was 9,480,995 pounds and the average value $12.18.

The average value of 7,833,867 pounds of stems, trimmings and scraps, exported during the first seven months of 1936, was $2.83 per 100 pounds. The volume was approximately 10 per cent. less and the average value 19 per cent. less, as compared with the like period of 1935, and approximately 12 per cent. less in volume and 40 per cent. less in average value, as compared with the first seven months of 1934.

Advanced official data, subject to revision, showing complete details of tobacco exporting from the United States, by country of destination, volume, and total value, are compiled each month by the Division of Foreign Trade Statistics and issued by the Tobacco Division.

The data for the monthly export statement are assembled from sworn Export Declarations filed by shippers, and, barring mechanical errors, are correct so far as shippers' statements are concerned. The monthly statement serves a useful purpose, in that it affords a study of current business with foreign countries.

Spanish Affairs Reduce Cuban Business

BUYERS of the new Cuban tobacco crop continued active in July and the first part of August 1936, Vuelta Abajo and Remedios types being favored, notwithstanding the effect of the drastic drop in exports to Spain and other conditions. The state of affairs in Spain restricted operations of factories specializing in tobacco for that market and the purchase of leaf tobacco for the Spanish Tobacco Monopoly. Large quantities of tobacco from the last crop arrived in Habana during July and August. July receipts totaled 27,979 bales, 20,195 originating in the Vuelta Abajo Zone and 4535 in the Remedios Zone. Manufacturers of superior-quality cigars have delayed purchases, but it is expected that they will enter the market in the near future. A total of 9077 bales of tobacco was distributed in the Habana market in July, consisting of 3844 bales of Remedios, 3682 Vuelta Abajo, and 1551 Partido. Tobacco growers and manufacturers have petitioned the Government to assist them in recovering from the crisis that now dominates the industry, suggesting that the Government purchase a fixed quantity of tobacco to be withheld from the market until prices improve. (*Commercial Attache W. J. Donnelly, Habana.*)

…gars are the …st pleasurable …d economical …m of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

…Issued 1929 | OCTOBER 1, 1936 | *Prepared twice a month*

…HULOFAX (*The Retailer's Friend*) SAYS

Three cheers for this retailer! "I get the birth dates of a list of my customers who can afford to buy a box of cigars and here's how I work on it. Say the customer's name is …n Jones. The day before his birth… , if he doesn't come in my store, I … him on the 'phone and say some…ng like this: 'This is Bill Smith, …r cigar dealer. Tomorrow is your …hday and I want to be one of the …t to wish you health and happi…s for many years to come.' What …pens? Last week three customers … of seven called up, said—'That's … of you, Bill, to think of me . . . ; …d me a box of ———— Cigars.' Suppose I don't sell a single box …t I do), don't you think I build up …e good-will with my customers?" …ure you do, Bill—more power to …!

—o—

…ow is not too early to start think… about Christmas business . . . …fit by your errors of last year . . . …fit by your right actions of last …r—and for every good reason in … world, profit by the determination …ell cigars for Christmas in boxes …0!

—o—

…he folks in this good old U. S. A. … about 35,000,000,000 eggs yearly …r about 280 eggs per capita. Hoo… …hought that there are more eggs …n than cigars smoked — the old … is doing a better job than we …r fellows!

—o—

…id Labor Day get us some sales of …rs by the box? It did if we went …r them. BUT, Labor Day is past … Thanksgiving Day is in the offing … lots of good eats and lots of great …ivity . . . chance to enhance all the …oyments of the day with a CIGAR, … most pleasurable and economical … of smoking.

—o—

"Dear Phil: Would you be so good to send me copy of that booklet …*moirs of Alex Smart* if you have … on hand?" requested Arthur—— …Buffalo, N. Y.

…ure—it's in the mail . . . Phil will …happy to honor requests until pres… small supply is exhausted.

—o—

…e had great ambitions for a big… and better job but he didn't frit… his time away by merely wishing … a bigger and better job . . . he …NTED it so badly, so dog-gone …ly, that he worked so strenuously …is present job and prepared him… so studiously for the bigger job, … when he did get it, he was ably …lified to handle the bigger job.

—o—

—and don't forget 2 B A C B!

Phil M. Phulofax*
D. B. I.

…ssociated with BAYUK CIGARS INC., Phila…elphia—Makers of fine cigars since 1897.

THE CRAPE HANGERS CLUB MAY NOW DISBAND!

The Crape Hangers Club, after a long and useless career, may as well fold up their crying towels and disband.

The Pessimists and Defeatists and Gloom Peddlers have certainly had their innings these past few years, predicting dire ruin for business in general and the cigar business in particular. But we beg to inform all Weeping Williams and Dismal Daniels that the cigar business is doing pretty well, thank you—and expects to do much better.

Read these figures. Cigar production for the first 7 months of 1936 was more than 220,000,000 ahead of the same period last year. That is an increase of over 8 per cent. And we'll venture the prediction that the last half of 1936 is going to be better than the first half.

Yes sir, the cigar business is going places. How fast and how far it will go depends. It depends on YOU. What are you doing to sell more of your particular brand? What are you doing to boost cigars in general? What are you doing to make new cigar smokers? Or don't you care whether YOU and the cigar industry make more money?

IT PAYS TO BE "EXCLUSIVE"

By J. E. B.

"Take care of the pennies and the dollars will take care of themselves." If I'm not mistaken that was one of Ben Franklin's wise cracks.

If Father Ben were alive today—and in the jobbing business—I think he might be willing to revise his statement, somewhat to the following effect: "Take care of the dollars and the pennies will come wagging their tails behind them."

Anyway that has been my experience.

I sell for one of the biggest jobbing houses in America—and one of the best, in my opinion. But I may be prejudiced. About two weeks ago the Boss called us in to go over plans for the fall.

He gave us a great talk about our leading cigar brand — "Excellento," let's call it. "Boys," he said, "I don't have to tell you that Excellento is the most valuable asset we have in the house. It's one of the biggest selling cigars in the well known U. S. A. It has a turnover that makes the retailer a nice sweet profit. The Excellento people give us all the sales and advertising support we could possibly ask for—and then some. And what's more, we have exclusive on Excellento in this neck of the woods.

"Think what that means to all you salesmen. You've got something every dealer wants. And he can't get it from anybody but you. You've got a monopoly! It gives you an in on every single dealer in this territory. It's like having a letter of introduction from J. Pierpont Rockerbilt. Each one of you sells thousands of dollars worth of our other items simply on the strength of the good will you've built with Excellento.

"This fall Excellento is putting on a bigger and better sales effort than ever. It's up to us to take full advantage of this extra support—and roll up some real sales."

Just as an afterthought he mentioned that he had bought 4000 boxes of a certain item—it wasn't a tobacco product. Let's call it Gadgeeta. "Boys," he said, "put some steam back of those 4000 boxes of Gadgeeta, too. We've got to move the lot this week."

Next day I went out loaded for bear—ready to sell the ears off Excellento. I guess the other boys were equally pepped up. But in the back of my mind was the Boss's parting injunction to move Gadgeeta. Getting the orders for Excellento was like shooting birds on the ground. But Gadgeeta was another story.

"The Bazoo Co. is asking two cents a box less for Gadgeeta than you are," said one dealer.

"I'm stocked up on Gadgeeta. I just bought a lot from the Acme people," said another.

It was that way all along the line. Altogether I spent hours talking Gadgeeta — using every trick of salesmanship I knew—and frankly I didn't have a chance to make a good showing.

Next morning I nailed the Boss early, and spilled my tale of woe. "I could have sold hundreds of boxes of Excellentos while I've been wasting time on this Gadgeeta," I told him. "Every son of a gun and his brother has Gadgeeta. And nobody has Excellento but us. Why————"

He cut me off short. I thought he was mad. But he wasn't. He called in the other boys for an impromptu meeting. "Fellows," he said, "our friend Joe here has given me a new slant on something. I told you that Excellento was the biggest asset we have in the house. I mean that *double* today. Sell Excellento first. Let Gadgeeta and all the rest of the non-exclusive items come second. We've got a good thing that nobody else has. If we don't make the most of it — well, we're a bigger lot of damn fools than I think we are."

Good business man, that Boss of mine!

BAYUK BRANDS BUILD BUSINESS
Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

TIGHT BINDING

WORD has been received as we go to press that the predicted increase of one cent a carton on cigarettes by jobbers in the New York City area has been postponed temporarily at least. It is reported that the Metropolitan Tobacco Company, however, is the one exception that has definitely advanced prices one cent a carton.

It is said that the retailers are not yet prepared for uniformity of action and that some delay may occur while this situation is being adjusted.

HAND-ROLLED ILLICIT IN CHINA

CIGARETTE imports into China during the first seven months of 1936 amounted to 43,000,000 pieces, Great Britain supplying 23,000,000, and the United States 16,000,000, as compared with 104,000,000 pieces in the same period of 1935, of which 47,000,000 came from Great Britain, and 44,000,000 from the United States. Exports of cigarettes in the first seven months of 1936 totalled 181,000,000 pieces, in comparison with 459,000,000 in the same 1935 period, with a heavy falling off to Manchuria, Hong Kong, Japan, and Southern Asiatic countries. The authorized cigarette production of China in the nine months ended June 30th was approximately 44,000,000,000 pieces, in which was consumed nearly 118,000,000 pounds of leaf, both domestic and imported, which was but very slightly under the same months of the preceding year. Non-expansion of the legitimate cigarette trade is believed due, in part, to encroachments of the hand-rolled illicit traffic, as well as to the continuance of rigidly restricted credits by factories, distributors to cigarette dealers. Recalculations of the possible size of the illegitimate and rolled cigarette traffic indicate that this trade, with possible tobacco wastage, accounts on an average for the consumption of around 2,250,000 pounds of leaf monthly. (*Commercial Attache Julean Arnold, Shanghai, by Cable.*)

TOBACCO DISTRIBUTORS' CONVENTION

THE Fifth Anniversary Convention of the National Association of Tobacco Distributors will be held at the Hotel Commodore, New York, on Thursday, Friday and Saturday, January 21, 22 and 23, 1937. It was at its last convention that the N. A. T. D. proposed the plan designed to rehabilitate the cigar industry. This plan was adopted by the industry and is—at present—being administered by the Cigar Progress Board.

The forthcoming convention of the association will —again—deal with momentous issues and problems confronting the wholesale tobacconists: (a) The provisions of the Robinson-Patman Act appear to be radically changing the established relations between producer and distributor. It is, therefore, incumbent upon this association to evolve a program under which the supplier and distributor will derive fair benefits from this newly enacted legislation. (b) The survival of the independent retail tobacconist is of vital concern to the wholesale distributor.

The aforementioned are among the vast number of pertinent subjects to be dealt with at the next conclave of the wholesale tobacconists of the United States.

SON OF JACOB OBRECHT KILLED

JACOB F. Obrecht IV, twenty-two years old, of Baltimore, Maryland, was killed recently when he stepped on a live wire which had broken and fallen to the ground. A preceding automobile struck the pole to which the wire was attached. When the car ahead of Mr. Obrecht struck the pole, he stopped his car and got out to help get the other car back on the road.

He then noticed a small grass fire and went to put it out, and in so doing stepped on the live wire.

He is survived by his father, Jacob F. Obrecht, one of the proprietors of the Baltimore tobacco jobbing house of that name.

Mr. Obrecht had been a student at Johns Hopkins University before becoming associated with his father in business.

EXTRA DEISEL-WEMMER-GILBERT DIVIDEND

THE Deisel-Wemmer-Gilbert Corporation has just declared an extra dividend of fifty cents a share on its common stock in addition to its regular quarterly dividend. The Bernard Schwarz Cigar Corporation, a subsidiary, has also declared a common stock dividend of 75 cents a share.

Samuel T. Gilbert, president of the corporation, states that he anticipates that the next few years will be the largest in the history of the company.

Mr. Gilbert has a way of going places and doing things, and with his factories running at capacity, he knows whereof he speaks.

TAMPA TO HAVE NEW CUSTOMS HOUSE

ACCORDING to information received in Tampa, Washington has approved the site selected for a new customs house to cost about $200,000. The ground contains 52,000 square feet and has 260 feet frontage on the Hillsboro River, with ample water depth for ships. It is located on the east side of the Platt Street bridge over the river. It will speed up the handling of tobacco from the Island of Cuba and elsewhere, and give a new impetus to water shipments for Tampa. It is conveniently located for railroad transfer, and other types of transportation.

NINO MARTINI FOR CHESTERFIELD

NINO MARTINI will again broadcast over the nationwide Columbia network, beginning September 30th, when he returns to the Wednesday evening Chesterfield program. Andre Kostelanetz and his 45-piece orchestra, and a new mixed chorus, will also be featured. The Chesterfield program, sponsored by Liggett & Myers Tobacco Co., is heard Wednesdays from 9 to 9:30 P. M., and Fridays from 10 to 10:30 P. M. Newell-Emmett Co. is the agency.

CAMEL RETAINS LEAD

Figures quoted by the *Wall Street Journal* show Camel cigarettes maintaining its lead in cigarette sales with 32.5 per cent. of the total; Lucky Strike second, with 25.3 per cent.; Chesterfield third, with 23.1 per cent., and Old Gold fourth, with 6.4 per cent. The latest figure for Philip Morris gives that brand 3.2 per cent. of the total.

Signs of the Times

Internal Revenue Reports show that with the return of better times higher priced cigars are called for by American Smokers.

BE PREPARED!

Naturally the stock in show cases and on shelves should reflect the Dealer's Disposition to keep in step with the times. From a nickel up, there should be a better selection of sizes to attract the eye and open the purse of the smoker with dimes and quarters to spend.

A Chance for Profit

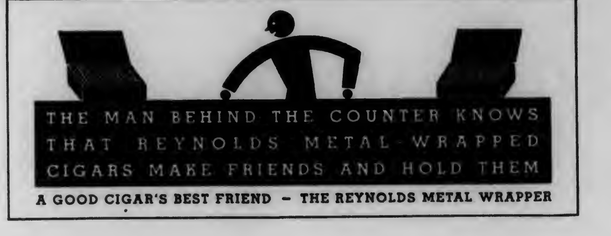
In the present situation why should not a dealer make a fair profit on the business? The return on a sale that covers the overhead alone is shockingly unfair. No dealer can live on it for long.

COME AND GET IT!

Manila cigars, hand-made, long fillers, from five cents up will pay you a decent profit and at the same time afford you the opportunity to cultivate pleasant relations with a host of smokers. Manilas are very mild—they burn freely—they give more smoke satisfaction for the price than anything on the market. Develop your Manila line! IT PAYS!

Send for list of Factories and Importers
MANILA AD AGENCY

C. A. Bond
15 William Street
New York, N. Y.



A GOOD CIGAR'S BEST FRIEND – THE REYNOLDS METAL WRAPPER

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

VENDING MACHINES

ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

TOBACCO WORLD

The National Tobacco Business Monthly

A GOOD ADVERTISING MEDIUM

GENERAL CIGAR SELECTS WHOLESALERS

The General Cigar Co., Inc., announces that effective September 28, 1936, the Metropolitan Tobacco Company, New York City, will be exclusive territorial wholesaler of their National Brands (White Owl, Robert Burns, Wm. Penn, Van Dyck, Little Bobbie and Laddies) in the greater metropolitan area.

It also announces at the same time appointment of the New Jersey Tobacco Company as the exclusive territorial wholesaler for the entire State of New Jersey.

TODAY IS HERE!

BY FRANK TRUFAX

Distributor of Bayuk Cigars

He spoke to me at least a dozen times about his going to fix some kind of rigamajig in his car to keep his advertising material cleaner and handier. I happened to be standing by when he finally did it. "T. U.", we call him. His full name is T. U. Morrow.

"T. U.", says I. "How long did it take you to do that job?"

"Oh, about five minutes," replied he.

I said, "I think you're wrong, T. U. . . . you must have spent at various intervals at least thirty minutes talking about it and planning to do it and then with the five minutes to actually do it, you've devoted thirty-five minutes to the task."

What's the matter with T. U. Morrow? He's a doggone good salesman to start off with but, cripes, what a whiz-bang he'd be if he was not a PROCRASTINATOR! He's a creator of useless planning and a killer of valuable time . . . he never has time to do this or that because he has already spent the time "thinking" about doing it!

He knows YESTERDAY has gone and believes TOMORROW may come but he doesn't realize that TODAY is here. If in the twenty-four hours of TODAY he can't take time to do a certain job, it can be done TOMORROW because tomorrow is a twenty-five-hour day!

When faced with many things to do, our friend, T. U., fusses and fumes as to which he will tackle first and then grabs hold of none . . . it's not that he hasn't the ability To Do but he lacks the decision to GET GOING!

TIME, of course, is the regulator of all performances but YOU must give decision as to WHAT is to be done and make Time definitely allot WHEN it will be done . . . Time can't be compounded but Time can be controlled.

Determine to do the most important tasks first . . . if, of the more important things that must be done, some are displeasing and some are pleasing,—do the displeasing ones first. You see the reason, don't you?

AND,—don't say you'll do the job "when you FIND Time" . . . there's none laying around loose for you to discover . . . there are just so many hours in the day . . . that's all there is, there in no more . . . you can't MAKE Time . . . you've gotta plan your work to TAKE Time!

PICK & PAT

in "PIPE SMOKING TIME"

with

DILL'S BEST YELLOW JACKETS

under the leadership of Bennie Krueger and the

FOUR MODEL SMOKERS,

the Landt Trio and White

COLUMBIA BROADCASTING SYSTEM

COAST-TO-COAST MONDAY NIGHTS

Tune in with the increasing sales of . . .

DILL'S BEST and MODEL TOBACCOS

LIGGETT & MYERS ELECTION

AT a meeting of the Board of Directors of Liggett & Myers Tobacco Company held September 1, W. W. Flowers, senior vice-president of the company, was elected chairman of the board, and J. W. Andrews, vice-president, and for the past four years assistant to the president, was elected president of the company. Ben Carroll, director and treasurer of the company, was elected a vice-president. B. F. Few, assistant to W. D. Carmichael, vice-president in charge of the company's advertising, was elected a director and a vice-president.

All of the newly-elected officers have been in the service of the company practically since its organization. The fundamental plans and policies which have given the company its success and standing under the wise and able leadership of C. W. Toms, who died August 29, will be continued.

MOVIES PROMOTE CIGARETTES

TWO large South Africa tobacco companies employ American-made talkies to feature their cigarette brands before hundreds of thousands of British subjects from the four corners of the earth attending the six-month British Empire Exposition, now on view at Johannesburg, South Africa. The films were prepared by Alexander Film Company of Colorado Springs, Colorado, producer of brief theater commercials. Through its South African representative, Alexander arranged screening at the Exposition theaters.

A British voice was employed in making the films. Sample boxes of all brands were shipped to Colorado Springs for use in the short-length talkies. The talkies show men enjoying a good smoke, with their conversation calling specific attention to the various brands.

LEWIS B. & W. VICE-PRESIDENT

At a meeting of the board of directors of the Brown and Williamson Tobacco Corporation, Louisville, Ky., held September 1, Emery M. Lewis was elected to the office of vice-president, according to an announcement by T. V. Hartnett, executive vice-president. At the same meeting, the board confirmed the appointments of J. F. Ogsbury to succeed Mr. Lewis as treasurer and of W. S. Cutchins as assistant sales manager.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

The Standards of America

Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts

Strong, Salt, Sweet and Plain Scotches

Manufactured by

GEORGE W. HELME CO.

111 Fifth Avenue, New York

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875

NIC. ALTHAUS CO

CEDAR, PAPER, CIGAR BOXES, PRINTING, LABELS, INSERTS, CIGAR HOLDERS, SHIPPING

637-641 EAST 17 ST. NEW YORK

"A business that isn't worth advertising ought to be advertised for sale".

THREE POPULAR LEADERS
By P. Lorillard Co., Inc.

OLD GOLD
America's Double-Mellow Cigarette
Protected by 2 Jackets of Cellophane

UNION LEADER
Smoking Tobacco
The Great American Smoke

BEECH-NUT
Chewing Tobacco
Quality Made It Famous

10¢ & 15¢ 10¢ TINS

SCHLEGEL
LITHOGRAPHING
CORPORATION

BROADSIDES
BOOKLETS
LABELS

WINDOW
DISPLAYS
DIRECT MAIL

SCHLEGEL BLDG.
374-380 Second Ave.
NEW YORK
Algonquin 4-9226-7

COUNTER
DISPLAYS
CARTONS

CAR
CARDS
POSTERS

AUTOKRAFT
CIGAR BOXES

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

CIGARETTE ADVERTISING BATTLE

AN ADVERTISING battle-royal is being waged by the cigarette companies, the main theater of action being the newspapers. Six brands are now being promoted in the dailies, the first time for so many campaigns to be operating simultaneously, and another is being readied for similar exploitation. Taking them alphabetically, Camel, Chesterfield, Lucky Strike, Old Gold, Philip Morris and Spud are engaged in the hot contest for the attention and favor of cigarette smokers. Pall Mall is preparing to enter the free-for-all.

▲

UNIQUE in the amount of prize money offered—a total of $40,000, with $25,000 as first prize—and in the amount of paid newspaper space used in presenting it to the public, a novel contest was launched by the P. Lorillard Company on September 14 to promote Double Mellow Old Gold cigarettes in Philadelphia and in the surrounding territory within a radius of fifty miles.

There will be 320 cash prizes available for those winners who solve the sixty interesting puzzle cartoons that constitute the contest. Substantial sums will be the rewards for those who finish in the top brackets. The contest will extend over a period of ten weeks.

Prizes that will be awarded, in addition to the $25,000 lump sum for first, are $5000 for second prize, $2500 for third prize, $1000 each for both fourth and fifth prize, five prizes of $500 each, ten prizes of $100 each, one hundred prizes of $10 and two hundred prizes of $5 each.

During the opening week of the contest alone, a total of four full pages and two half pages were used in each of the five Philadelphia daily papers.

Though based on a simple idea, the contest offers enough mental hazards to stimulate and appeal to any person. It requires the usage of the visual perceptions as well as the ability to form simple deductions. There are no technical requirements but skill and common sense.

Executives of the company, frankly calling the contest campaign an experiment, would not state under what conditions the effort would be extended later to other cities. The Philadelphia advertising is several times as large as the regular Old Gold schedule now running in a long list of cities.

Old Gold was the first cigarette advertiser to extend the double-your-money-back trial offer. It was first tried in a test territory, but was quickly extended over the entire country.

Dealers will distribute a sheet of six cartoons each week free to contestants, who will send their answers direct to "Old Gold Contest, New York," together with three package wrappers or hand-drawn facsimiles. Consequently, those who participate in the contest until the finish must either buy thirty packages of Old Golds or draw thirty facsimiles.

The announcement copy took advantage of the large space to answer every question which interested persons might think of, the explanation of rules being particularly detailed. While contestants are asked to submit their answers to the current series each week, they are privileged to enter at any time by sending in answers for preceding weeks.

The copy also describes how the entries will be filed and judged, promising the strictest honesty and accuracy and offering permission to every contestant to check his file personally with that of any winner if he is dissatisfied with the decisions.

The company has also obligated itself in the advertising to supply all contestants at the close of the contest with the names and addresses of the winners and a key to the solution of each cartoon puzzle, and to publish full information on the results in newspaper advertisements.

▲

A NEW newspaper advertising campaign by Spud cigarettes, the largest ever scheduled by the Axton-Fisher Tobacco Company, of Louisville, is running in ninety papers in eighty cities. The campaign opened September 22d and will be continued until December 8th. Dramatic sequence pictures in black and white space are used to tell consumers why Spud mentholated cigarettes are "better for you" when you have a cold and the throat is irritated and therefore "better for you" all the time.

This aggressive campaign for Spud in the season when the prevalence of colds make the Spud copy appeal to new customers especially potent is placed in every city in the United States with a population of 100,000 or more. Heavy concentration of space is used; individual insertions are in 480 and 750 line size. This intensive new promotional drive for Spud follows directly after a series of twelve rotagravure insertions in forty newspapers in thirty-four cities. Reaching nearly double the number of potential Spud smokers, the new Axton-Fisher advertising appears in publications in thirty states and the District of Columbia which have a total circulation of 15,350,000.

Substantial progress made by Spud during the spring and summer has paved the way for this big increase in advertising coverage which will be backed by equally aggressive point of sale promotion through dramatic counter and window displays.

▲

CAMEL continues with the "For Digestion's Sake" campaign; Chesterfield keeps at its characteristic single-paragraph copy with attractive illustrations in dominating layouts with white space galore; and Lucky Strike hits an entirely new note with its "Lucky for You—It's a Light Smoke." Philip Morris copy is new to newspaper readers. Of course, the "Paging Philip Morris" call is the keynote of the campaign.

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GEORGE J. YOCUM DEAD

George J. Yocum, uncle of George L. and Howard Yocum, proprietors of Yocum Brothers, cigar manufacturers of Reading, Pa., passed away in Los Angeles, Calif., on September 10. He had been ill for some time.

The "Y-B" cigar which Yocum Brothers manufacture has been one of the most popular brands on the Pacific Coast over a long period of years.

Why pay for
excess weight
in your box?

For minimum freight or express

SPECIFY SPRUCE
FOR YOUR BOXES

UPTEGROVE LUMBER CO.
15 Washington St. Newark, N. J.

Cigar Box Lumber for 63 years

Established 1886
"BEST OF THE BEST"

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

155 John Street, N. Y. City Industria 144, Havana, Cuba

HAVANA
TOBACCO

ROTHSCHILD-SAMUELS-DUIGNAN, INC.

Harry S. Rothschild, President
Lee Samuels, Vice-President

Milton Samuels, Vice-President
Chas. W. Duignan, Sec. and Treas.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATIONS

MAR-V-LUXE:—46,570. For cigars and tobacco. John W. Merriam & Co., Inc., Tampa, Fla., September 8, 1936.

NO REGRETS:—46,572. For cigars. National Cigar Company, Clarksville, Tenn., September 4, 1936.

TRANSFERRED REGISTRATIONS

PANDORA:—157 (U. S. Tobacco Journal), and **4825** (Trade-Mark Record). For cigars. Registered on October 22, 1885, by H. W. Ehrichs, New York, N. Y., and on January 17, 1888, by George Schlegel, New York, N. Y. Through mesne transfers acquired by Jacob Rich, New York, N. Y., and re-transferred to Philip Ippolito, New York, N. Y., in the year 1927.

BURDICK'S COUNSELLOR:—46,571. For cigars and all tobacco products. Registered September 4, 1936, by Mazer-Cressman Cigar Co., Inc., Detroit, Mich. (Certificate issued upon presentation made to us that the trade-mark or trade name therein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by the predecessors of Frank R. Burdick & Son, Detroit, Mich., since 1887, and transferred by the latter to the registrants on September 1, 1936.)

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
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BIOCHEMISTRY OF TOBACCO

"THE Biochemistry of Tobacco and Tobacco Processing" is the title of a scholarly book written by Dr. Hermann Bruckner, Director of the Scientic Laboratory of the Neuerburh House, and published in German by Paul Parey, Berlin. The price is 19.80 Reichsmarks, roughly $8.00. It contains thirty-three text illustrations and 458 pages.

This book is of particular importance for the reason that it fills the urgent need for a work of reference on all biological and biochemical questions concerning tobacco and in the wider sense also concerning other useful plants.

Essentially it constitutes a cross-section of the biochemistry of tobacco in its present status. Special effort was made to cover the inner relationships of the vital phenomena of the tobacco plant from the sprouting slip to the ripe product ready for manufacture and the biological processes in the drying plant (supervital and post-vital condition), a knowledge of which is of the greatest importance in the technical processing of all commercial plants. The subject of the chemical quality determination of tobacco regarding which there has been much controversy of late, has been placed on a uniform scientific basis, and the essential principles, which the author recognizes in the age of the leaf and in the effect of the momentary size of the molecule of the different vegetable components upon the smoking tobacco, are traced back to natural laws.

The subject of the treatise is presented in such a manner that both the scientist and the technician may profit from the book, the scientist particularly from the numerous biological problems which are drawn from practice and discussed, the technician from the thorough discussion of the biological principles which arise in the working of the tobacco (drying, fermentation, storage), as well as during manufacture, in the test for quality and in the smoking test. For the introduction to each of the different subjects dealt with, each chapter is preceded by a general part which deals with the current status of the chemical physiology of the particular subject.

In order to make the book useful for an extensive circle of readers, it is so laid out that the knowledge gained in connection with tobacco can be put to use in connection with the technical processing and the study of any other food, medical and feed plants. With this object in view, the methods of the chemical examination of tobacco, which can readily be applied to other commercial plants, are dealt with very carefully and in a manner meeting practical requirements.

Its study therefore is important for all technical and scientific circles of plant production and utilization. It is proving itself to be a helpful guide for tobacco-research institutes, for tobacco warehouses, for tobacco dealers and for cigarette- cigar- and tobacco-manufacturers, as well as for the manufacturers of cigarette papers. It should appeal also to agricultural schools, for training schools in tobacco-growing districts, for food and health officials, similar institutes and their libraries. Numerous important suggestions are given also to botanists, biologists, biochemists, chemists, druggists and physicians, as far as they may concern themselves with the biological treatment or with the influence of tobacco on the human system.

The Tobacco World

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TOBACCO WORLD

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1881

In This Issue

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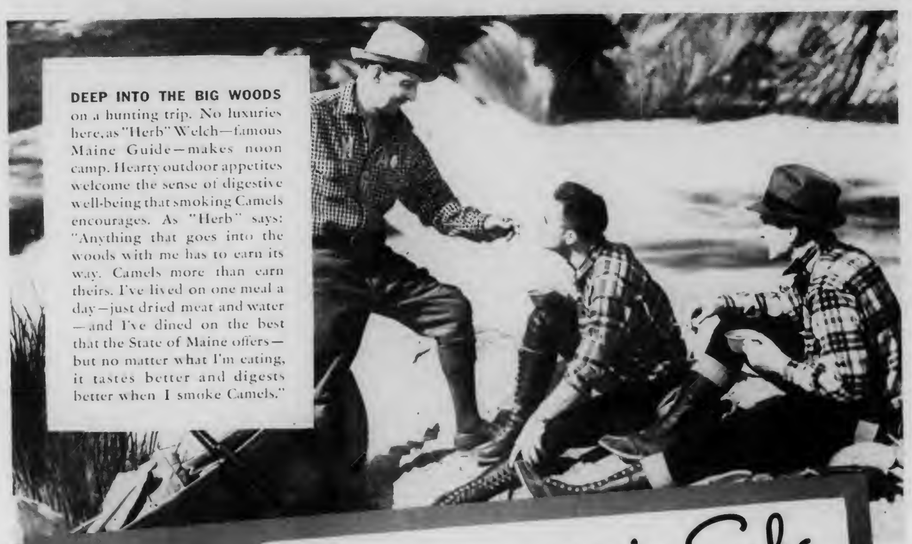
By Hobart B. Hankins

17 MILLION CIGARS A DAY IN SEPTEMBER

CIGARETTES PASS 115 BILLION MARK

MANUFACTURERS PLAN FIRST CONVENTION

THE TALK OF THE TRADE



DEEP INTO THE BIG WOODS on a hunting trip. No luxuries here, as "Herb" Welch—famous Maine Guide—makes noon camp. Hearty outdoor appetites welcome the sense of digestive well-being that smoking Camels encourages. As "Herb" says: "Anything that goes into the woods with me has to earn its way. Camels more than earn theirs. I've lived on one meal a day—just dried meat and water—and I've dined on the best that the State of Maine offers—but no matter what I'm eating, it tastes better and digests better when I smoke Camels."

WHEREVER...
WHATEVER...
WHENEVER
YOU EAT—

For Digestion's Sake
Smoke Camels

Costlier Tobaccos

Camels are made from finer, MORE EXPENSIVE TOBACCOS ... Turkish and Domestic ... than any other popular brand.

YOU eat over a thousand meals a year! Food is varied. Place and time often differ. Sometimes you are free of care—at other times, worried and tense. Yet, thanks to Camels, you can help digestion meet these changing conditions easily. Smoking Camels speeds up the flow of fluids that start digestion off well and keep it running smoothly. Tension eases. Alkalinity increases. You enjoy your food more—and have a feeling of greater ease and contentment after eating. Mealtime or *any* time—make it Camels—for digestion's sake, for Camel's invigorating "lift," for mildness and fine flavor. Camels do not get on your nerves.

ROUTES 100 TRAINS A DAY. H. M. Wright, train director, says: "I smoke Camels at mealtimes and after, and know I can count on good digestion."

GLIDER CHAMPION. Mrs. Dorothy Holderman says: "A few Camels, and I eat with more relish and feel cheery and at ease afterward. Camels set me right!"

HOBART B. HANKINS—*Editor* *Associate Editor*—JOHN CLEARY

THE TOBACCO WORLD

Vol. 56 NOVEMBER 1936 No. 14

THE report of the Bureau of Internal Revenue, relative to the tobacco industry, for the month of September, 1936, indicates impressive progress for the cigar industry in all classes except Class B. Cigar withdrawals for all classes indicate a gain of almost 60,000,000 cigars over September of 1935.

Class A accounted for the greatest increase—more than 52,000,000 cigars. Class C forged ahead with a gain of more than 8,000,000. Classes D and E gained also but there was a downward trend in Class B of more than 2,000,000.

Cigarettes are more than 3,500,000,000 in the lead over September, 1935.

Slight gains were made by chewing and smoking tobacco and snuff.

Many years ago a prominent cigar manufacturer remarked to us, in reviewing some disappointing statistics of the industry—and when all business was in a temporary state of coma—that the last thing a man gave up in "hard times" was his use of tobacco, regardless of the form in which he purchased it. And he added that as soon as money became more plentiful it was the first commodity after food to show an upward trend in an appreciable percentage.

So much for this man's viewpoint which appears to be borne out by facts.

In any event, tobacco products, taken as a whole, were in a substantially stronger position in September of 1936 than in September of 1935.

▲

THE Tobacco Merchants' Association, which keeps admirable records of the trend of all tobacco products, has recently issued its bulletin covering the first nine months of the calendar year. It shows that Class A cigars produced in the United States have increased 8.89 per cent. in this nine months' period with a gain of almost 275,000,000. Class B in the same time dropped more than 23 per cent., obviously indicating that it is not a popularly priced product.

On the other hand, Class C, which is higher priced merchandise, shows an increase of almost 12 per cent., while even Class D went ahead 6 per cent.

Class E in the first nine months declined less than 2½ per cent.

Cigarettes have bounded forward with an upward surge of 13.73 per cent. gain.

Manufactured tobacco increased more than 1 per cent., while snuff gained almost 5½ per cent.

The progress of the cigar industry can be no better exemplified than by the totals for all classes of cigars produced in the United States, Porto Rico and the Philippine Islands and which were consumed in the United States.

This figure for the first nine months of 1936 is 3,933,878,149 as compared with the same period in 1935 when the total was 3,668,611,087. This is a gain of more than 265,000,000 cigars in the nine months' period, or an increase of almost 7¼ per cent. Which is something to write home about.

▲

TAMPA cigar manufacturers who produce some of the finest cigars of domestic manufacture in this country are on their way with gratifying orders for their finer sizes of clear Havanas for the Christmas trade, according to the latest news from that long-established branch of the industry. The blended brands as well are receiving encouraging support from their distributors and jobbers throughout the country.

From current reports of the Internal Revenue Bureau concerning cigar withdrawals (which are most gratifying) it would appear, if statistics mean anything, that not only the industry in Tampa, but the cigar industry of the nation is making splendid progress, despite the many obstacles which from time to time have appeared in its pathway of progress.

We are optimistic in the belief that this coming holiday season will be one of the best in years for the cigar business for the manufacturers, jobbers and retailers.

▲

FOR the Holiday Season pipes are again coming into their own and splendid displays are to be found in the retail shops in the business section. There are times when a pipe seems to "hit the spot" with even the most confirmed cigar or cigarette smokers.

We note with interest an occasional new pipe on the office desk or in the home of friends we visit. This year, as is usual, new pipe styles are being introduced and are apparently being well received by pipe smokers. It seems that with the progress of the years pipe styles improve, and that may have considerable to do with the increasing production of that industry.

Pipe manufacturers seem to go definitely forward with new and graceful designs of bowls and stems which are continually enticing pipe users to purchase "a new one." A case holding a pair of pipes is something which is doubly appreciated by the smokers who prefer tobacco in that form.

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

EVIDENCE of the continuing growth of the cigar business, as well as the gratifying participation in that growth by aggressive manufacturers, is reflected in the report of Bayuk Cigars, Inc., for the quarter ended September 30: Net profit after depreciation, Federal income taxes and other charges, $322,-231, equal, after 7 per cent. preferred dividends, to seventy-two cents each on 393,060 no-par common shares outstanding. This compared with $230,394, or forty-nine cents a share, on 393,000 common shares in preceding quarter and net profit in September quarter of 1935, amounting to $296,098, or $2.59 a share on 98,-262 common shares then outstanding, prior to four-to-one split of common stock. No provision made for Federal surtax on undistributed earnings.

▲

CIGAR manufacturers are making a special effort to attract attention to their cigars this year, more than for a long time. Special packages of new design are not new in the trade, but there seems to be a new impetus this year to make cigar containers in the higher grade cigar line more unusual and at the same time attractive and decorative.

With cigars going forward there is no reason why the retail trade throughout the country should not cash in on the manufacturers' efforts to give the consumer something more than he might ordinarily expect in the way of a holiday package.

Many of these packages are already on their way to the trade, and it is reasonable to expect that this is going to be a splendid Christmas season for the distributors and retailers of cigars.

After all, the increasing development of the industry is in the hands of the distributors, jobbers and retailers. They have never failed yet to do a good job, and we anticipate that they will do a better one than ever before in this 1936 Holiday period.

On the streets, in the clubs, and in the home, men are again smoking cigars to a greater extent than for some years past. It is a real harbinger of better times to come for the entire tobacco industry.

▲

TO the news, published on another page, that Jack (Baron Munchausen) Pearl is returning to the air waves, must now be added the tidings that Ed Wynn, known variously as the "Perfect Fool", the "Fire Chief", and "Gulliver the Traveler", is also coming back on the ether with his "So-o-o-o-o".

Pearl, again stooged by Cliff (Was you dere Sharlie) Hall, will be heard Monday nights, beginning November 9, the broadcast originating from WJZ.

Wynn and Graham MacNamee will return the following Saturday, November 14th.

And the reason the two comedians get this mention in a tobacco business paper is that their sponsors are cigarette manufacturers. Pearl's is Brown & Williamson, featuring Kools and Raleigh. Wynn's is Axton-Fisher, manufacturers of Spuds.

THE York County Cigar Manufacturers Association is making plans for its 16th Annual Banquet in the month of December of this year or in January of 1937. This Association has a splendid background and has been holding its annual banquets for a longer uninterrupted period than any association that we know of in the industry. Tables are usually at a premium and it is always a grand affair with a truly representative attendance of the industry.

The date and place have not been definitely selected but since it has usually been held in York, Pa., it is safe to assume that it will be held there or in that vicinity.

▲

IN AN endeavor to interest not only the college student but the old "grad", in cigar smoking, several firms during this present season have been offering prizes in cash and in cigars to those smokers who guess the correct score in a certain number of football games.

The Cigar Progress Board is also using this method of stimulating cigar sales, and it goes hand in hand with the build-up for more cigar smokers both young and old.

The cigar business has made splendid progress in this calendar year, and there is every reason to believe that it will carry on through the remaining months of 1936 with a record-breaking year of cigar sales.

▲

WHILE the crop is not of an appreciable size as compared with other foreign leaf tobacco-producing countries abroad, New Zealand is making a forward step in the culture of tobacco. This crop year is estimated to exceed 1,500,000 pounds. Already some of the previous year has been shipped to England and according to trade reports was considered to be of excellent color and quality.

It is said to be smooth and cool with no unpleasant tang. About 65,000 pounds of this tobacco came to England from the 1935 crop, and a larger shipment is anticipated this year. New Zealand is also experimenting with types of cigarette tobacco which if successfully produced will be welcomed in England where cigarette leaf is always in demand.

▲

CIGARS shaped like a pipe, with bowl, crook, stem, 'n everything made of tobacco, are being passed around by Edward A. Filene, Boston department store executive. "I originally saw this shape in Europe," he told friends, "but domestic tobacco men told me the shape wouldn't draw well. Do you know, I almost had to get professors from the Massachusetts Institute of Technology to explain the law of capillary attraction to those fellows before they would even try rolling one!"

Women Smoke 'Em Because They Like 'Em

By Hobart B. Hankins

ONE Saturday afternoon, more years ago than we care to tabulate, we sat in a restaurant in Philadelphia having lunch, and toward the end of the meal lighted a cigarette. The cigarette had hardly started on its way when a waiter came over to the table and said, "I'm sorry, sir, but cigarette smoking is not permitted. May I take it away, sir?"

We inquired, "Why?"

And the waiter said, "It is objectionable to the ladies." So without any argument we tossed the cigarette away and lighted a Cinco cigar, which was our favorite then, and the largest selling cigar brand in the United States at that time.

And now a woman writer for the *Philadelphia Inquirer* which carries considerable advertising of tobacco products, wades in up to her chin with a tirade about smoking by women.

The late Lillian Russell smoked a petite *cigr* made especially for her in a famous Havana factory. The size is named for her and is still marketed by some of the high-grade distributors of the country. Among the many places where it may be purchased is the Union League in Philadelphia, unless there has been a sudden change of heart on the part of the buyer for the cigar department.

Now Lillian Russell was not the only woman in the United States who smoked cigars or cigarettes in her day and generation. And so far as cigarette smoking by women in the United States is concerned, we think that is their own private affair.

We do not think the columnist would have done much if she had crossed Lillian Russell's path after her great triumph in "Wildfire", and which the *Inquirer* writer probably doesn't know anything about, but which her boss does. And if the late Harry Knapp were able to speak a word he could say plenty.

So far as we know there is nothing new about smoking by women. We will go back when women were smoking Sweet Caporal, Bicycle, and even the Cubeb, but not in the Waldorf or the Astor. They did not like it. And even Churchill's and Bustanoby's frowned on *men* smoking cigarettes.

But all this has changed and women are smoking cigarettes more and more. There isn't any question about that. When the "Bridge Club" meets on "Ladies' Night", they have their cigarettes in generous quantities, and their midnight lunch may be accompanied by a bottle of beer or a highball. Having observed this procedure for about twenty years, we have yet to record a divorce or an automobile accident among our friends.

The ladies who play are by no means "blowzy". All of them have children who have graduated from high school, and most of them are doing well in college.

And so far as nicotine stains are concerned, we must laugh out loud. Modern science has long since cleared up that condition. We know women who smoke a pack of cigarettes a day and their teeth are as white as pearls.

Their finger tips are unstained and their teeth are snowy white.

As far back as 1909, and probably before that, women were smoking cigarettes openly in the lobby and lounge of the Ritz in London, as well as in other swank hotels and restaurants.

Women have walked or talked their way into many occupations that were exclusively in the masculine field, and there has been little objection to it. And for the most part they have done well in their chosen vocations. The fact that they are doing a good job is a recommendation in itself.

Although the State law may permit it, we do not view with pleasure a woman standing at a bar, despite all the prerogatives which have been granted to her, and which permit her to do so.

She looks far more gracious and womanly sitting at a table with a cigarette poised in her fingers, and the lighted match on its way to bring her the satisfaction which this type of tobacco product creates.

The tobacco industry has no partnership with the liquor industry, but the fanatics of the country continue to insist that they go hand in hand.

We have known men, some of whom have been gathered to their fathers, who smoked cigars incessantly, lighting a fresh one from the butt of another. And they lived to their threescore and ten.

With the gradual emancipation of women, they have more time on their hands, a larger opportunity to observe how their more fortunate sisters live, and to observe their habits. It is only natural, so far as their purses permit, that they seek to imitate them.

Over a period of years cigarette smoking by women has been accepted as one of their prerogatives and despite the occasional hullaboo raised about it, they keep on doing it.

They smoke 'em because they like 'em, and that seems to be about as good a reason as any why they should be allowed to indulge themselves if it adds to their pleasures of living.

Suppliers to the clubs around the country maintained exclusively by and for women, will admit that in proportion to the clubs' membership lists, they order a variety of cigarette brands in increasing quantities. This may be because women are smoking more or because of a gradual growth in their memberships.

Any day on Fifth Avenue you can see the expensive and less expensive cars rolling with one or more ladies on their way to shop, or a matinee, comfortably smoking a cigarette.

At any theatre you will note between the acts a fair percentage of the feminine audience going up the aisle and at the same time extracting a package of cigarettes from their handbags.

(Continued on page 15)

Review of 1936 Cigar Promotion Plan

By Joseph Kolodny

Administrator Cigar Progress Board

IT IS timely that we generally review the cigar promotion plan, also touching upon its administration. This is an intra-industry co-operative movement, and is naturally subjected to praise and abuse, constructive criticism and rancorous sniping, enthusiastic support and lethargic indifference, a broad concept on the part of some of us, and a very limited and narrow view on the part of others.

A co-operative movement differs greatly from a commercial undertaking. In forming a business enterprise, the individual, partnership, or corporation invests capital. Employees are directly responsible. They do their jobs well—or get fired.

A co-operative undertaking—on the other hand—operates in a diametrically opposite way. It involves the willingness of a number of individuals to "pull together" toward the attainment of a common goal. We are not dealing with inanimate objects or raw materials. We deal with human beings, each of whom has his individual attitude and reactions.

We must, therefore, take into consideration the competitive status of each firm, particularly in an industry that, until recently, was in a decadent state, thus further contributing to a bitterness and vindictiveness of its members toward one another.

The cigar promotion plan is predicated upon the truism that no individual in an industry is bigger than his industry; that the prosperity of any individual in a declining industry is only temporary in character, and that the preservation of the industry makes it necessary to unify the efforts of all elements for the purpose of turning the trend from downward to upward.

The authors of the plan were also fully aware of the economic status of the industry. They knew that any hope of acquiring a large amount of money for co-operative newspaper, radio, billboard, and magazine advertising was out of the question. Hence the formation of the Cigar Progress Board. The very composition of this organization indicates the uniqueness and originality of this national undertaking. The formation of this Board, we believe, charts a new course in promulgating industrial understanding. Just consider the make-up of the Board—cigar manufacturers, leaf tobacco dealers, wholesale distributors, retail dealers, chain store operators, salesmen, and supply houses. Here is an undertaking embracing every branch of the industry.

Whenever meetings are held—at regular intervals—representatives from each of these groups sit around a table, and, in a spirit of fairness and unselfishness, confer, plan, and evolve ways and means designed to rehabilitate the industry, so that everyone may improve his individual standing. Frankly, it is because of their cheerful abandonment to this task that they find the work pleasant, otherwise it could not be placed among the most pleasant of jobs. To administer a nation-wide program with a very limited amount of funds is a difficult problem. Yet the work was started and is being carried on effectively.

What we have tried to do? A number of things. Let us summarize them briefly. If, in meeting your customers, you tell them that your firm is making headway, is prosperous, and expanding its activities, then you will be accorded a pleasant welcome from the customer. If, on the other hand, you bemoan conditions and indicate that your firm's business is declining, then you may not even get an order.

One of our major tasks, therefore, consisted of creating cigar discussion principally among consumers. We have issued a number of excellent window posters, and a large quantity of consumer folders. We have conducted many consumer contests. We are progressing in our negotiations with the motion picture industry, and—as everyone knows—we have just successfully concluded a nation-wide scholarship contest. The purpose of this contest was to help enlist the younger generation in the ranks of cigar smokers. While no one can accurately determine the productivity of such a contest, we are, however, safe in concluding that it was instrumental in provoking cigar discussion among many thousands of men and women in the United States, as evidenced by the many thousands of replies.

The scholarship contest has necessitated a temporary curtailment of our poster program. We are, as previously stated, operating within rigid budgetary limitations. Good business judgment does not permit the excess of expenditures above income. The scholarship contest absorbed all the funds we had available for the issuance of a series of three posters and consumers' folders. Hence, the necessity of halting the posters for awhile.

Of course, one may wonder why the scholarship contest has caused an abridgment of poster work. We issued thousands of window posters announcing the contest. We distributed two million scholarship six-page folders. An adequate supply of this literature was sent to 2200 C. C. C. Camps, 1100 Y. M. C. A.'s, 550 Y. M. H. A.'s, hundreds of colleges and universities. Add to this the regular mailings to manufacturers and their salesmen, wholesale distributors, and their salesmen, and to chain stores and you can readily see that the postage bill alone totaled a large sum. Also, please do not overlook the fact that this is a nation-wide program.

We have had occasion, during the past five months, to conduct contests among salesmen. The first was a slogan contest; the second (now in force) provides a prize to the salesman who has spent the greatest number of years in the profession of selling cigars.

(Continued on Page 17)

17 Million Cigars Daily in September

Increases Registered by All Tobacco Classifications Except Class B Cigars and Little Cigars; Cigarettes' Big Gain

ALL tobacco classifications, with the exception of Class B cigars and little cigars, registered gains in September withdrawals for consumption. Total cigars increased 12.39 per cent., cigarettes 33.11 per cent., large cigarettes 10.53 per cent., snuff 15.3 per cent., and manufactured tobacco 2.61 per cent. The Class B cigar decline was 31.55 per cent. (2,171,297 cigars) and the loss in little cigars was 0.66 per cent. (94,294).

Cigar withdrawals totaled 513,886,295, in contrast to 457,239,974 last year, a gain of 56,646,321. And that, friends, is more than seventeen million cigars a day, 17,129,543, to be accurate.

Class A led in volume of gain, its total of 453,891,025 being 50,142,590 ahead of last year. That was a gain of 12.42 per cent.

But Class C topped that in percentage of gain. The total was 51,222,436, which was 8,211,168, or 19.09 per cent. better than last year.

Even Class D exceeded Class A in percentage of gain, its 3,783,987 being 460,238, or 13.85 per cent. in excess of last year.

And Class E's total of 278,924 was 1.32 per cent. improvement.

All of which indicates continued recovery in the cigar business.

Cigarettes had another big month. The total was 14,342,421,823. While not up to the record-breaking July of this year, the September consumption was extraordinary in point of its increase over the same month of 1935. The total then was 10,774,539,390, so the gain was the remarkable one of 3,567,882,433, or 33.11 per cent. Hot diggety!

The total of 14,223,506 for little cigars compares with 14,317,800, a loss of 94,294.

Large cigarettes totaled 241,900, compared with 218,850, a gain of 23,050.

Snuff totaled 3,233,843, compared with 2,804,755, a gain of 429,088.

And manufactured tobacco totaled 26,862,561 pounds, a gain of 683,787.

All in all, a good month's work!

	September, 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	429,560,070	+	51,924,485	13.75
Puerto Rico	5,071,100	—	929,350	15.49
Philippine Islands	19,259,855	—	852,545	4.24
Total	453,891,025	+	50,142,590	12.42
Class B—				
United States	4,548,763	—	2,254,807	33.14
Puerto Rico	119,050	+	62,550	....
Philippine Islands	42,110	+	20,960	....
Total	4,709,923	—	2,171,297	31.55
Class C—				
United States	51,162,610	+	8,241,642	19.20
Puerto Rico	40,000	—	21,550	....
Philippine Islands	19,826	—	8,924	....
Total	51,222,436	+	8,211,168	19.09
Class D—				
United States	3,742,667	+	419,468	12.62
Puerto Rico	.....	—	500	....
Philippine Islands	41,320	+	41,270	....
Total	3,783,987	+	460,238	13.85
Class E—				
United States	278,924	+	3,622	1.32
Puerto Rico	.....		.....	....
Philippine Islands	.....		.....	....
Total	278,924	+	3,622	1.32
Total All Classes:				
United States	489,293,034	+	58,334,410	13.54
Puerto Rico	5,230,150	—	888,850	14.53
Philippine Islands	19,363,111	—	799,239	3.96
Grand Total	513,886,295	+	56,646,321	12.39
Little Cigars:				
United States	14,193,506	—	124,294	0.87
Puerto Rico	30,000	+	30,000	....
Philippine Islands	.....		.....	....
Total	14,223,506	—	94,294	0.66

	September, 1936		Increase or Decrease Quantity	Per Cent.
Cigarettes:				
United States	14,341,883,483	+	3,567,800,093	33.11
Puerto Rico	440,000	+	300,000	....
Philippine Islands	98,340	—	217,660	....
Total	14,342,421,823	+	3,567,882,433	33.11
Large Cigarettes:				
United States	221,900	+	3,050	1.39
Puerto Rico	20,000	+	20,000	....
Philippine Islands	.....		.....	....
Total	241,900	+	23,050	10.53
Snuff (lbs.):				
All United States	3,233,843	+	429,088	15.30
Tobacco Mfrd. (lbs.):				
United States	26,862,561	+	683,787	2.61
Philippine Islands	.....		.....	....
Total	26,862,561	+	683,787	2.61

Internal Revenue Collections for September

Source of Revenue	1936	1935
Cigars	$ 1,221,779.54	$ 1,080,618.46
Cigarettes	43,033,816.21	32,325,400.63
Snuff	582,091.65	504,855.81
Tobacco, chewing and smoking	4,835,632.18	4,712,857.02
Cigarette papers and tubes	85,865.08	152,953.82
Leaf dealer penalties	25.00	94.68

U. S. Cigar Withdrawals for September

1920	678,640,116	1927	639,359,094
1921	614,427,829	1928	586,266,514
1922	625,771,965	1929	591,738,380
1923	598,817,907	1930	523,973,070
1924	605,608,215	1931	449,329,986
1925	575,763,645	1932	405,418,907
1926	600,016,402	1933	423,599,786

115,163,689,103 Cigarettes in 9 Months

Cigars Also Run into High Figures with 3,933,878,149 Withdrawn During Same Period; Snuff and Mfd. Tobacco Up

SEPTEMBER'S average of more than seventeen million cigars a day brought the average for the first nine months up beyond the fourteen and one-half million a day mark. Who says cigars are not coming back? More than 3,933,000,000 cigars were withdrawn for consumption during the first nine months of 1936, according to the latest Supplement to the Tobacco Barometer, issued by the Tobacco Merchants Association.

Broken down into trade packages, the nine months' business represents 786,775,630 five-packs, or 157,355,126 fortieths, or 78,677,563 twentieths.

The gain of 265,267,062 alone represents 53,053,412 five-packs, or 10,610,682 fortieths, or 5,305,341 twentieths.

Each day during the nine months there were 14,516,155 cigars smoked. These represented a daily consumption of 2,903,231 five-packs, or 580,646 fortieths, or 290,323 twentieths.

And the daily gain alone amounted to 978,845 cigars, or 195,769 five-packs, or 39,154 fortieths, or 19,577 twentieths.

And look how those cigarette figures are mounting! More than 115 billion cigarettes smoked in nine months. The total of 115,163,689,103 compared with 101,258,485,337 for the first nine months last year, a gain of 13,905,203,766, or 13.73 per cent.

Class A cigars continued to lead in volume of gain, its total of 3,514,076,800 representing a gain of 237,332,885 over last year's 3,276,743,915. Class B and Class E, as usual, registered losses.

Class C continued to lend in percentage of gain, its total of 354,036,532 representing an increase of 37,784,894 over last year's 316,251,638, the very substantial gain of 11.95 per cent.

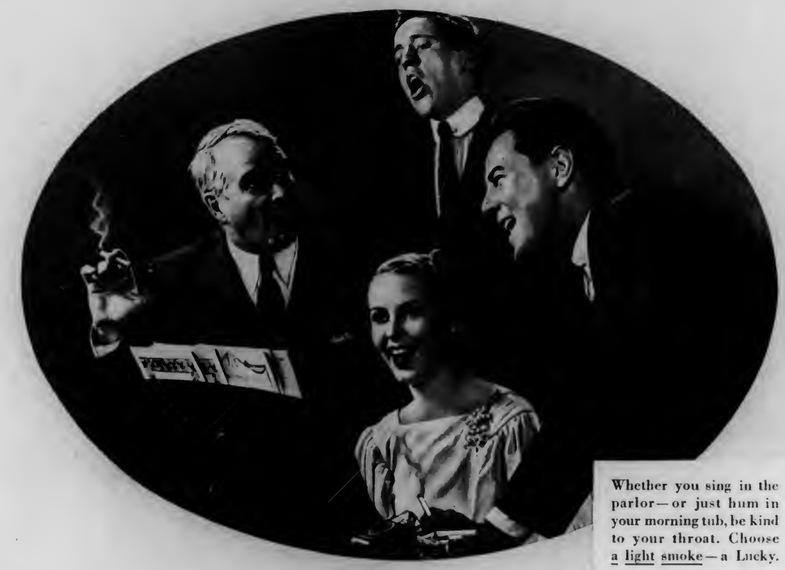
Class D's percentage of gain rose to 6.31 per cent., the total of 26,190,172 comparing with 24,636,546 last year.

Classes B and E, as usual, registered losses.

Snuff and manufactured tobacco both had gains to record, while little cigars and large cigarettes registered losses.

	1st 9 Mos. Cal. Yr. 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	3,353,110,320	+	273,859,735	8.89
Puerto Rico	30,240,530	—	11,091,930	26.84
Philippine Islands	130,725,950	—	25,434,920	16.29
Total	3,514,076,800	+	237,332,885	7.24
Class B—				
United States	36,327,627	—	10,988,819	23.22
Puerto Rico	825,750	—	331,600	28.65
Philippine Islands	214,046	—	42,678	....
Total	37,367,423	—	11,363,097	23.32
Class C—				
United States	353,623,426	+	37,860,912	11.99
Puerto Rico	287,450	—	81,200	....
Philippine Islands	125,656	+	5,182	....
Total	354,036,532	+	37,784,894	11.95
Class D—				
United States	26,113,471	+	1,479,152	6.00
Puerto Rico	.....	—	500	....
Philippine Islands	76,701	+	74,974	....
Total	26,190,172	+	1,553,626	6.31
Class E—				
United States	2,198,487	—	49,411	2.20
Puerto Rico	.....		.....	....
Philippine Islands	8,735	+	8,165	....
Total	2,207,222	—	41,246	1.83

	1st 9 Mos. Cal. Yr. 1936		Increase or Decrease Quantity	Per Cent.
Total All Classes:				
United States	3,771,373,331	+	302,161,569	8.71
Puerto Rico	31,353,730	—	11,505,230	26.84
Philippine Islands	131,151,088	—	25,389,277	16.22
Grand Total	3,933,878,149	+	265,267,062	7.23
Little Cigars:				
United States	135,434,612	—	3,534,509	2.54
Puerto Rico	1,532,400	—	917,600	37.45
Philippine Islands	.....		.....	....
Total	136,967,012	—	4,452,109	3.15
Cigarettes:				
United States	115,159,842,733	+	13,905,070,966	13.73
Puerto Rico	3,260,200	+	952,660	....
Philippine Islands	586,170	—	819,860	....
Total	115,163,689,103	+	13,905,203,766	13.73
Large Cigarettes:				
United States	1,733,011	—	78,065	4.31
Puerto Rico	246,000	+	16,000	6.96
Philippine Islands	.....	—	5,900	....
Total	1,979,011	—	67,965	3.32
Snuff (lbs.):				
All United States	28,499,448	+	1,465,513	5.42
Tobacco Mfrd. (lbs.):				
United States	234,230,831	+	2,637,975	1.14
Philippine Islands	10	+	7	....
Total	234,230,841	+	2,637,982	1.14



Whether you sing in the parlor—or just hum in your morning tub, be kind to your throat. Choose a light smoke—a Lucky.

A Light Smoke...
In Harmony with your Throat

Copyright, 1936, The American Tobacco Company

A light smoke, with all the throat protection that "Toasting" offers, is not merely for the singing stars of radio, talkies and the stage. Your throat is just as tender ... your voice is precious, too. Well worth guarding against irritation and cough. So for throat protection as well as pleasure, reach for a light smoke—reach for a Lucky.

-a light smoke

OF RICH, RIPE-BODIED TOBACCO—"IT'S TOASTED"

Manufacturers Convention in January

A NATIONAL Convention of cigar manufacturers, the first of its kind in the history of the Cigar Industry, will take place January 20th and 21st, 1937, at the Commodore Hotel, New York City. The conclave, sponsored by the Cigar Progress Board, whose successful work in the effort to increase cigar consumption has gained nation-wide prominence, will immediately precede the 5th Annual Convention of the National Association of Tobacco Distributors, Inc., to be held on the 21st, 22d and 23d. The program of this meeting will include all matters pertaining to the welfare of the Cigar Industry. The various problems confronting the manufacturers and cigar promotional plans for the rehabilitation of the Cigar Trade will be two of the major features of discussion.

Tying up with the Jobbers' Annual Convention, this will be the first time the programs of one branch of the industry will be co-ordinated with another toward a common objective. Cigar salesmen will also play an important part in the convention activities. Special discussions will ensue on their co-operative efforts in the nation-wide cigar drive, which to date have been most gratifying.

The coming conventions will make a definite and lasting contribution toward the further solidification of all branches of the industry in their attempt to wipe out the obstacles which hinder their progress.

The huge banquet Saturday evening, January 23d, climaxing the four-day conventions, will not be given in the same manner as in previous years, but will be tendered as a testimonial to a number of people in the trade whose work and accomplishments on behalf of the industry have been outstanding.

Indications of Tobacco Production

THE indicated production of all tobacco on October 1st is 1,152,076,000 pounds which is about 1 per cent. above September 1, but 11 per cent. below the 1935 crop, and 19 per cent. below the five-year (1928-1932) average production according to the Bureau of Agriculture Economics, Department of Agriculture. The yield per acre is slightly above average but materially below the record yield grown last year.

The indicated production of flue-cured tobacco is 686,430,000 pounds compared with 811,195,000 pounds harvested last year and the five-year (1928-32) average production 679,504,000 pounds. The yield per acre of this class of tobacco is indicated to be 783 pounds compared with the 1935 record yield of 928 pounds.

Prospects for fire-cured and dark air-cured tobacco improved slightly during September, but indications still point to the smallest crop of record for both of these classes of tobacco. Condition at harvest and reported probable yield indicate a production of 99,235,000 pounds of fire-cured and 25,740,000 pounds of dark air-cured.

The indicated production of Burley tobacco is 216,859,000 pounds which is about 2 per cent. less than the 1935 crop and 36 per cent. less than the five-year (1928-32) average production.

Maryland tobacco prospects continued to improve during September and indications are now for a production of 27,900,000 pounds, compared with 26,820,000 pounds harvested last year.

The indicated production of the cigar classes of tobacco is 95,912,000 pounds, compared with 87,943,000 pounds harvested last year, and the five-year (1928-32) average production of 170,572,000 pounds.

Jack Pearl for Kool and Raleigh

THE Brown and Williamson Tobacco Corporation, of Louisville, Ky., will present Jack Pearl, headline radio, stage and screen comedian, as star of a new radio series over the coast-to-coast NBC-WJZ (Blue) network, on behalf of Kool and Raleigh cigarettes. The programs will be heard from 9:30 to 10 P. M., every Monday, starting November 9th.

Pearl, who long held popular rating as the air's top-ranking comedian, is noted for the role of Baron Munchausen, which he created, and for his catch phrase which swept the country, "Vas you dere, Sharlie?" He has been on a vacation from the air for the past year and a half, spending most of that time in Europe and South America.

He has developed a brand new program idea for the forthcoming show, in which he will again be aided and abetted by Cliff Hall, for the past ten years his straight man, and more familiarly known as "Sharlie," and by a star supporting cast. Further details of the series will be announced shortly.

A native New Yorker, Jack Pearl has been in show business since he was in knee breeches, getting his early seasoning in vaudeville and burlesque. Since then he has starred in every branch of the amusement world, including the Broadway stage and the screen. First coming to radio in the late Florenz Ziegfeld's "Follies of the Air," as one of the brightest stars of the master showman's stage productions, he immediately became one of the air's leading attractions. Since then he starred in several outstanding radio productions, until he left for an extended vacation some eighteen months ago.

The Brown & Williamson Tobacco Corporation has recently presented various spot broadcasts and has, for the past two years, sponsored the exclusive nationwide broadcasts of the running of the Kentucky Derby from Churchill Downs, close to the company's headquarters at Louisville.

...ars are the ...pleasurable ...economical ...of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

...ssued ...39 NOVE...BER 1, 1936 *Prepared twice a month*

COULD YOU USE SOME EXTRA CIGAR SALES?

*Then display some signs like this!**

WE KEEP OUR CIGARS FRESH

...f you are a cigar retailer, we take it you would like to sell ...ore cigars. Well, here's the way to boom your sales this fall ...nd winter. It's so easy that *not* to do it, is throwing good ...oney out of the window.

...ave some signs lettered or printed saying: "WE KEEP OUR ...IGARS *FRESH*". Display the signs prominently in your ...ore and on your windows. That will bring the customers in, ...ll right. Can you doubt it?

...UT—if you expect to keep those customers coming back for ...ore, you've got to make good on this claim of *fresh* cigars. ...hat's easy, too. Specialize on brands with big demand, so ...at your stock turns over fast. And be sure that the air in ...our show cases and wall cases is properly moist. Do these ...o things—and watch your sales go up. Not only your sales ...f cigars, but other items too. The customers who come to ...uy *fresh* cigars will buy other things as well. P. S. TO SALES...EN: If you think this is a good idea (and don't you?) pass ... along to your customers.

...REE Are you interested in telling the world that you keep your cigars fresh? Drop us a post card. We shall be glad to send you, free of charge, posters like the one shown above—Bayuk Cigars Inc., 9th St. & Columbia Ave., Philadelphia.

HERE'S HOW TO KEEP YOUR CIGARS FRESH!

1. One of the most effective types of humidifiers for show cases is a series of cylindrical moisteners suspended at the top of the case at intervals of three feet. Each wall case should be equipped with a flat type moistener. These and other mechanical humidifiers may be obtained at various prices.

2. A less expensive moistener is made of clay or asbestos in both the cylinder and the flat "blotter" types.

3. If you can't afford to install a regular humidifier, much may be accomplished by keeping moistened sponges in the case. Be sure to change the sponges before they become smelly.

4. Still more economical humidifiers are ordinary bricks, which have been soaked in a pail of water for 24 hours. You should have two sets of bricks, and change them every day—letting one set soak in water, while the other set is on duty.

Keep only your fastest selling cigars on top of the case. When you shut up shop for the night, put all the cigars back in the case.

Salesman:—A Man Who Sells

By Frank Trufax

Distributor of Bayuk Cigars

SIXTEEN years ago today, I started out to sell for a jobber located right here in Anytown. My Boss was a real Boss—cripes, how I used to hate him at times and what a fool I was. In my dumbness, I didn't know the medicine he made me swallow was for my ultimate good as much as for his personal gain.

He took a man at the man's own valuation of himself and then expected that man to make good.

If a man said he was a blacksmith, he expected him to shoe his horse RIGHT. If a man said he was a carpenter, he expected him to put up those extra shelves in the office RIGHT. If a man said he was a Salesman, he expected him to sell his products RIGHT.

And, so it was, when one day, after I had served my so-called apprenticeship in getting up orders and getting out shipments, I told him I wanted to SELL because I was a Salesman, he said, "Go to it!"

Man, wasn't I proud—recognition at last! A SALESMAN!! Three buttons flew off my vest when I called myself what I thought I was,—A SALESMAN!!

Thirty-eight calls the first day. Brought in twelve orders. Done fairly well, I thought. Can't always knock 'em all over with the first ball down the alley.

Then the awakening . . . . Zowie!

"Well, my boy, how'd you make out?" asked my Boss.

"I got twelve orders, Boss—not so bad, do you think for first day out," said I, a little cockily.

"No, that's not bad, my boy, but what was the matter with the other twenty-six dealers?" queried the Chief.

I made the answer that I thought was the right answer. It was wrong—dead wrong but gad, I'm glad I gave the answer, wrong as it was. If I hadn't, the chances are I wouldn't have received the best and biggest lesson I ever had on Salesmanship.

Remember, he had asked me what about the twenty-six dealers from whom I hadn't secured orders and here was my answer,—

"Well, *Boss*, they just wouldn't BUY."

Nothing lacking in me, you know—I was A SALESMAN and a smart fellow. If they wouldn't BUY, they were just passing up a good bet. I couldn't help that—wasn't my fault. I was a SALESMAN but they just wouldn't buy.

These were the thoughts flashing through my mind as I waited for the come-back from the Boss; he'd agree with me, of course, 'cause he, too, was a SALESMAN—I was willing to admit that.

Yes, and when he got through with me I was willing to admit a heap sight more and the "most" of the "more" that I was glad to admit was that I found out WHY he was a *Salesman*.

"Worm, look here (that's just what he called me, Worm). You said you were a Salesman. Maybe, you were. Maybe, you will be but right now, with the meaning you attach to the word 'Salesman', you're not even a qualified case opener. If I didn't think you might be a Salesman, I wouldn't waste a thought on you. Get this and get it so cemented in your brain that even if you lose your head, you'll still remember what I say to you. You went into these dealers' stores to SELL—not to find out that they wouldn't BUY and when they wouldn't BUY, it wasn't because THEY wouldn't BUY, it was because *you*, you, I mean, couldn't SELL. Don't you ever say to me again that So and So wouldn't BUY. Be a man—acknowledge the corn—say, 'I couldn't SELL'. There's no crime in occasionally falling down but in the Law of Salesmanship it is prescribed that 'passing the buck' is punishable with the extraction of 75 per cent. of your tongue and that's letting you off easy."

He said more but he said plenty if he'd stopped right there.

When we fail because of temporary personal inability but blame it on some factor over which we have no control, we make no effort to correct the fault that made the failure and when we don't, we keep on failing, failing, failing until we join the Alibiers, that breed of Excuse Manufacturers who couldn't give away, let alone sell, a bucket of water in Hades.

In a ball game the same bat that fouls out knocks a home run when in the hands of a real BATTER. You can't blame it on the bat!

In the selling game, the same dealer that wouldn't buy is SOLD when handled by a Salesman. You can't blame the dealer!

When we sell, we are Salesmen. But aren't we Salesmen when we don't sell? Yes, you are provided when you don't sell, you say to yourself something like this,—

"I didn't sell him that time and it's my fault but I WILL sell him. If I earn credit when I Do sell him, I'll take the blame when I DON'T sell him." That's being a MAN on top of a SALESMAN. Right?

What became of my old Boss, the salesman who gave me the first rudiments of SELLING. He SOLD me his business!

Growers Benefit from Concessions

TRADE concessions of direct benefit to American tobacco growers have been obtained in seven of the fourteen reciprocal trade agreements so far concluded under the Trade Agreements Act. In 1929 over 40 per cent. of the domestic production of leaf tobacco was sold in foreign markets. Tobacco and tobacco manufacturers exported in that year amounted to 166 million dollars, and declined in 1932 to 73 million dollars. In 1935 the value of these exports had increased to 143 million dollars, and, with the present lessening of trade barriers by way of reciprocal trade agreements, the value of tobacco exports should continue to rise.

From Mouthpiece to Non-Mouthpiece

A CHANGE in consumer preference from the old type mouthpiece to non-mouthpiece cigarettes is causing tobacco growers in Japan to shift from the production of native types to flue-cured leaf, the Bureau of Agricultural Economics has been informed by its office in Shanghai.

Mouthpiece cigarettes, in which very little if any flue-cured leaf is used, were formerly the favorite smoke of the Japanese. In recent years there has been a rapid shift in consumer demand to the non-mouthpiece variety in which flue-cured leaf constitutes about 65 per cent. of the tobacco used. In addition, total cigarette consumption is increasing.

The Bureau estimates that total consumption of tobacco in Japan (exclusive of Korea and Formosa) during 1936-37 (October 1st-September 30th) will not exceed 143,000,000 pounds or about the same as during 1935-36. An increase is expected, however, in the consumption of non-mouthpiece cigarettes with a corresponding decrease in the consumption of mouthpiece cigarettes and cut tobacco in which no flue-cured is used.

Indications are that the 1936-37 utilization of tobacco for non-mouthpiece cigarettes will amount to 65,000,000 pounds compared with 62,000,000 pounds last year. Utilization in mouthpiece cigarettes is not expected to exceed 18,000,000 pounds compared with 19,000,000 pounds in 1935-36. The consumption of cut tobacco and other products using no flue-cured leaf is expected to amount to 60,000,000 pounds compared with 61,000,000 pounds last year.

Smoking Outfit for the Motor Car

TIMED with the announcement of the new automobile models, the Telemotor Corp., of 260 Fifth Avenue, New York, announces its new deluxe model Serv-A-Lite which is a complete smoking outfit for the auto, sure to delight the driver who smokes and his passengers. This ingenious device may be attached in a jiffy to the dashboard of any car, new or old, without tools, or wiring or mechanical skill. The compact unit consists of an unbreakable case holding twenty cigarettes, a self-lighter and dispenser and a handy ash tray—all in one. Pressing a button delivers a lighted cigarette, ready to smoke. It's fully automatic.

Here is something appealing and practical that solves the man's gift problem for the woman who has been annoyed and distressed by watching her companion fumbling for cigarettes and lights while driving. The deluxe Serv-A-Lite is beautifully finished in black and chromium, packed in gift box, and is surprisingly low in price.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

VENDING MACHINES

ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

TOBACCO WORLD

The National Tobacco Business Monthly

A GOOD ADVERTISING MEDIUM

STUDENT DRIVE ON

WITH the football season under way, the Cigar Progress Board has inaugurated a promotional drive on cigars in the colleges in its effort to gain wider acceptance of cigars by students. This campaign is in the form of a football guessing contest, winners of which will receive cigars for prizes. Entry blanks are being placed before each game in cigar shops located in vicinities of the colleges, and also dormitories, halls, and other places frequented by students. The requirements of this contest are for the students to guess the score of the game by quarters.

In filling out the entries, the students are also asked to name their choice of what type of cigar they would prefer, such as Panatella, Perfecto, etc. After filling in their name and address, they deposit them in boxes located either in the cigar shop or in several spots throughout the school.

The Cigar Progress Board is conducting these contests with the approval of the college administrations.

The first in this series of contests began last week for the Columbia-Army game played in New York, Saturday, October 10th. Other games in conjunction with which these contests will be conducted are the N. Y. U.-North Carolina game; Chicago-Purdue; and Fordham-Army.

PROGRESS BOARD EMBLEM

AT its recent meeting, the Cigar Progress Board has adopted an insignia for its members, as an identification for cigar manufacturers who are supporting the nation-wide cigar promotional drive. These manufacturers will be privileged to use these insignias on their cigar boxes and all forms of stationery, as well as their advertisements. Insignias may be imprinted upon the cigar boxes without entailing any extra expenditure, as they can be printed at the box factory simultaneously with the factory legends.

NEW AIR PROGRAM FOR LARUS

A NEW half-hour radio program, "Moments You Never Forget," sponsored by Larus & Brother Company, Richmond, Virginia, makers of Edgeworth Smoking Tobacco and Domino Cigarettes, will be released shortly over a selected list of stations from coast to coast. The program is handled by Marschalk & Pratt, Inc., New York. The publication advertising of Larus will be handled by B. B. D. & O., as it has been for many years.

PICK & PAT
in "PIPE SMOKING TIME"
with
DILL'S BEST YELLOW JACKETS
under the leadership of Bennie Krueger and the
FOUR MODEL SMOKERS,
the Landt Trio and White
COLUMBIA BROADCASTING SYSTEM
COAST-TO-COAST MONDAY NIGHTS
Tune in with the increasing sales of . . .

DILL'S BEST and MODEL TOBACCOS

WOMEN SMOKE 'EM BECAUSE THEY LIKE 'EM

(*Continued from Page 5*)

Time was, many years ago, when cigarette smoking by women was not in good repute, but that prejudice has long since disappeared. Today the shop girl puffs on her cigarette on an equal footing with the woman who comes to town in her Packard or Cadillac smoking her favorite brand.

We have already noted that a millinery factory in New Zealand employing a large number of women, gives them a rest period so they may smoke a cigarette or drink a cup of tea. The management says this break in the working hours has definitely increased efficiency and production as well.

And so it doesn't appear that a very strong case has been built up against women who smoke cigarettes. Its use is not confined to any particular stratum of female society. If there be any distinction it is that some can afford to carry their cigarette in an expensive case designed for that purpose which the rank and file cannot afford, or because the original package can be discarded when empty, thus ridding the handbag of excess, with no worry about leaving or losing a valuable cigarette case somewhere.

It seems to us to be a rather late date to start dragging this dead cat about women smoking across the newspaper pages devoted to their particular field of activities.

There is still left a fringe of a past generation who frown and turn up their noses, so to speak, when they see a woman light a cigarette. But that type is rapidly disappearing, and we think for all time.

Just a few years ago we were driving through a town where we had spent some time at school, when we happened to think of a maiden aunt who resided there and who had made life very pleasant for us. When we dropped in to pay our respects she had just returned from a meeting of some literary society. She greeted us at the door with a black velvet ribbon around her neck and was dressed in the height of fashion, wearing black satin slippers with the highest heels we had ever seen. She was "somebody" in the town and the deeds to some of the properties she owned dated back to its settlement.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotches
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

CIGAR BOXES
Tel Algonquin 4-9532 Established 1875
NIC. ALTHAUS CO
HIGH GRADE CIGAR BOXES
CEDAR, MAH. AND PLAIN MILLS
637-641 EAST 17 ST. NEW YORK

"A business that isn't worth advertising ought to be advertised for sale".

Quality 2 for 5¢ *Cigars*

BY P. LORILLARD COMPANY, INC.

Meeting the public's demand for quality cigars moderately priced

★

Our other Popular 2 for 5¢ Cigars

JAMES G. BLAINE · LA FRAOSA · SARONA

SCHLEGEL LITHOGRAPHING CORPORATION

BROADSIDES
BOOKLETS
LABELS

WINDOW DISPLAYS
DIRECT MAIL

SCHLEGEL BLDG.
374-380 Second Ave.
NEW YORK
Algonquin 4-9226-7

COUNTER DISPLAYS
CARTONS

CAR CARDS
POSTERS

AUTOKRAFT
CIGAR BOXES

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

She invited us into the parlor in which it appeared as if nothing had been changed in the more than thirty years that I had been an occasional visitor.

After insisting that we join her in a glass of sherry, she went to the parlor table, opened a small box, took out a pack of cigarettes and lighted one.

She saw the sort of dazed look on our face and said, "Don't look so scandalized; I have been smoking a few cigarettes off and on for ten years or more, and I am seventy years old."

"Since I've been alone except for the maid, I've been packing up when I felt like it and going over to New York to visit old schoolmates of years ago. I found them smoking cigarettes, so I tried it and liked it. So I made up my mind I was going to enjoy myself, too, and I do.

"When we are together we go to the theatre occasionally and go to some restaurant or night club afterward. We found a large proportion of the women smoking, and when we lighted our cigarettes rather timorously, we found no one paid any more than casual attention to it.

"I would probably be dropped from the church and perhaps some of the Puritans around here would want me run out of town, if they knew of some of my 'high jinks' in New York."

In addition she was a splendid dancer and enjoyed a whirl around the floor two or three times during an evening, right up to the last weeks of her life.

She has only recently passed on after outliving younger brothers and sisters, and we believe she enjoyed the last ten years of her life more than she did the first sixty. For years she had been closely confined to her home town by an invalid bachelor brother, and after that she nursed a sister for several years until her death, and finally fell heir to a bedfast sister-in-law who lingered on for a long time.

Then Aunt Susan, as we shall call her, with no ties to hold her back and with an income that she could not possibly spend, stepped out. The first thing she did was to buy an automobile, and she drove it herself. She thought no more of driving to New York or Philadelphia than she did to drive down town to the market.

If she had been a little younger when her freedom came and her means were ample, we believe she would have bought a motorcycle. She was that type. Her educational background included a private girl's school and a well-known college for women.

And if she were alive today we would be willing to wager that she would write a letter to the *Philadelphia Inquirer* which would curl somebody's hair on that staff.

Propaganda against women smoking, and much of the propaganda of a similar nature, frequently do more harm than good, for the folks who don't know anything about it immediately want to make a first hand investigation and see whether it's true or not. And they usually wind up by liking it. While those who are already deriving pleasure from whatever it is that is being raved against pay no attention anyway to the blasts directed at them.

It may be remembered that King James of England went to some length to issue an edict against the use of tobacco. By this act he became the industry's first advertising agent. That he did a good job is evident from the fact that from that time on its use has increased until today the leaf tobacco industry and its manufactured products constitute a major item in countries throughout the world.

REVIEW OF 1936 CIGAR PROMOTION PLAN

(*Continued from Page 6*)

I believe it timely to reiterate that a gradual decline of cigar consumption greatly endangers the security of everyone in the cigar business, and, in contrast, a progressive increase in cigar consumption will materially safeguard the economic welfare of all who are engaged in this industry. In co-operating with this program, we are not in the slightest inconveniencing ourselves for the sale of others. Far from it! We are merely assuring our own self-preservation.

Frankly, this work is mighty intriguing and stirring. Every season of the year presents an opportunity to further accelerate cigar consumption. The next national holiday is *Election day*, and cigars "are the best bet." Then follows one of the most sentimental holidays of the year, *Thanksgiving Day*, and what equals a cigar to "make every meal a banquet?" Four weeks later is the greatest gift holiday—Christmas Day. This will be—We Will Make It—a cigar year for Christmas. And thus all along the line.

We are—at present—preparing an ambitious Christmas campaign. We should have liked to utilize the occasions of Election and Thanksgiving Days for special cigar advertising campaigns, but, much to our regret, our financial resources preclude such procedure. We will, however, concentrate "all our guns" on Christmas.

We maintain that it is a worthy undertaking; that it is carried out in a spirit of fairness, and that, ultimately, it will accrue tangible benefits to everybody associated with this industry.

CONCESSIONS on leaf tobacco were gained in agreements with six countries—Cuba, Belgium, Netherlands, Colombia, Guatemala, and France, according to a survey recently completed by the National Committee for Reciprocal Trade. Manufactured tobacco gained concessions from four countries—Cuba, Haiti, Belgium, and Colombia. The terms of these trade concessions give tobacco producers reductions in foreign import duties, assurances that the present level of import duties will not be increased, and in the case of France, a guarantee to purchase a prescribed minimum in value of certain types of American tobacco.

Effort is made in the negotiation of trade agreements to get foreign taxation and other trade barriers reduced to enlarge the marketing of tobacco abroad.

North Carolina leads in the production of tobacco, followed by Tennessee, Virginia, South Carolina, Georgia, Maryland, Ohio, Pennsylvania, Connecticut, and Wisconsin.

JOSEPH EBERBACH ESTATE

JUDGE VAN DUSEN in Orphans' Court has made distribution of the estate of the late Joseph H. Eberbach, a member of the tobacco jobbing firm of A. B. Cunningham & Co., of 37 North Second Street, Philadelphia.

The net balance in the estate is $333,917. Most of this was left in trust for the widow, Mrs. E. Gertrude Eberbach, who receives the residence at 617 Cliveden Street, and a legacy of $50,000. At her death the brothers of Mr. Eberbach—John S. and Nelson Eberbach—share the estate outright.

THE WOODEN BOX FOR CIGARS

LENDS PRESTIGE
AFFORDS BEST PROTECTION

SPRUCE BOXES

ARE LIGHTEST—BRIGHTEST
Save Excess Freight and Express

SPECIFY SPRUCE

FOR YOUR BOXES

UPTEGROVE LUMBER CO.
15 Washington St. Newark, N. J.

CIGAR BOX LUMBER FOR 63 YEARS

Established 1886

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Manufactured by **A. SANTAELLA & CO.**
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Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATIONS

MANHOFF'S ORIGINAL TWISTS:—46,573. For cigars. M. Hoffman, Brooklyn, N. Y., September 28, 1936.

LORD BURLEY:—46,574. For cigars only. H. Anton Bock & Co., New York, N. Y., June 20, 1936.

BORUN BROTHERS COURT:—46,576. For pipe tobacco. Sutliff Tobacco Co., San Francisco, Cal., October 8, 1936.

TRANSFERRED REGISTRATIONS

KING CYRUS:—24,516 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered August 3, 1901, by L. E. Newman & Co., New York, N. Y. Through mesne transfers acquired by A. Kauffman & Bro., York, Pa., and re-transferred to M. B. Siegel, Chicago, Ill., September 4, 1936.

DOUBLE CHECK:—45,735 (Tobacco Merchants Association). For chewing and smoking tobacco. Registered June 11, 1930, by S. Greenwold, Avondale, Cincinnati, Ohio. Transferred to Crimson Coach, Inc., Toledo, Ohio, September 30, 1936.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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MORRIS LEVITONE ..... President
SAMUEL MAGID, 2001 N. Mervine St., Philadelphia, Pa. ..... Secretary

EXPORTS TO CHINA INCREASE.

PROSPECTS for much larger exports of American flue-cured tobacco to China during the year beginning October 1, 1936, than last year have been reported by the Bureau of Agricultural Economics. Chinese imports of American flue-cured leaf during 1935-36 amounted to only 20,000,000 pounds. The expected increase is the result of a general improvement in Chinese purchasing power, an increasing demand for cigarettes in which flue-cured leaf is used, and to low stocks of American leaf in China.

Further depletion in Chinese stock seems unlikely in view of the fact that they have already reached abnormally low levels, according to a radiogram from the Shanghai office of the Bureau. Moreover, the present upward trend in prices for Chinese tobacco is narrowing the spread between the price of American and Chinese flue-cured leaf. This is expected to continue as the season progresses. Prices now being quoted for new crop Chinese flue-cured are materially above prices quoted a year ago, according to the radiogram.

Chinese economic conditions have improved during the past year because of monetary stabilization, relatively quiet internal political conditions, improved transportation and credit facilities for rural areas, and increased exports of Chinese products. Further improvement is expected in 1936-37 due to enlarged rural purchasing power resulting from good crops and better prices and to increasing industrial activity in the cities, says the Bureau.

TO BUY MORE AMERICAN LEAF

PROSPECTS for increased purchases of American tobacco by China, Manchuria and Japan are reported by the Bureau of Agricultural Economics. The expected increase is largely the result of a reduction in stocks of American leaf, and improved buying power. Oriental imports and consumption of American flue-cured tobacco declined rapidly during the past three years, but consumption declined less rapidly than imports.

Much of the American leaf consumed in the Orient during the past two years has been taken from stocks, with the result that the total carry-over on October 1, 1936, was much less than normal.

A substantial increase is expected in the 1936 Oriental production of flue-cured, but the crop will be below expected requirements. The deficit must be made up chiefly by imports from the United States.

These imports are expected to exceed those of the last two seasons, but to be less than in preceding years. Not only has production in the Orient increased, but increasingly the cheaper native leaf is being substituted for American in the manufacture of cigarettes.

AMERICAN CIGAR APPOINTS

ALBERT H. GREGG, president of the American Cigarette & Cigar Company, has announced that Robert E. Sargent, Jr., has been appointed sales manager and Lewis H. Lee, advertising manager of that company.

American Cigarette & Cigar Company will shortly market Pall Mall, the Modern Blend, cigarettes to sell 20 for 15¢. The start will be made in the New York Metropolitan area.

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TOBACCO WORLD

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In This Issue

DEMAND FOR AMERICAN LEAF INCREASES

A PACKAGE FOR MEN ONLY

WITHDRAWALS INCREASE IN OCTOBER

CIGARS NEAR FIFTEEN MILLION DAILY

THE TALK OF THE TRADE

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Hobart B. Hankins—*Editor* *Associate Editor*—John Cleary

THE TOBACCO WORLD

Vol. 56 DECEMBER 1936 No. 15

THE upward trend of the cigar and tobacco business is reflected in the figures recently released by the Internal Revenue Bureau for the month of October. As compared with the same month in 1935, the gain for all classes is approximately 27,000,000 with Class A accounting for more than 24,000,000 of this increase, while Class C accounted for the balance.

Cigarettes went ahead by nearly half a billion, and snuff increased its poundage by an appreciable sum.

The importation of cigars from the Philippines was more than five million behind the figures for the same month in 1935. Cigars from Puerto Rico also failed to match their 1935 shipments to this country.

The domestic cigar production looks better than it has in years and there is every reason to believe that this upward trend will continue.

▲

TRADE organizations in and about New York City seem to be on the spot at the present moment, and the spot seems to be fairly well outlined.

Trade organizations are a necessity of every business and industry. The National Recovery Administration dragged them into the light of day and burdened the members of the outstanding organizations with the problem of financing a code authority and policing their various industries. In almost every industry the cost of maintaining a code authority ran into fantastic sums compared to the business of that particular line. Debts were incurred on the promise of the legal department of the NRA to collect the assessed code fees if the code authority itself was unable to do so.

Some months before the Supreme Court declared the National Recovery Act illegal the legal department was practically a dead issue so far as collecting fees was concerned.

And the result was that it practically ruined trade associations of long standing, not to mention the fact that in many cases it broke them and left them in debt as well.

▲

AS we get about the Quaker City at the approach of the holiday season we note that some of the more prominent cigar stores are more gaily decorated than in many years. The windows cheer you along, and as you stop to admire them the thought comes to you that the merchandise displayed is also of a finer appearance. The packaging seems to have new life and a voice which says, "Give Cigars for Christmas!"

JUST the other day death came to William T. Sturges, vice-president of the Uptegrove Lumber Co., of Newark, N. J., and widely known in the cigar box industry. He had called upon the trade for almost fifty years, from coast to coast. He had lived a full life of seventy-seven years.

After being confined to his home in Brooklyn for some weeks, death knocked on the door on the morning of November 16th.

"Uncle Billy", as every intimate friend knew him, was a cherished member of the industry. His long association with the trade made him a sort of godfather to those who needed suggestions and aid—and his was ever a willing hand to give assistance where needed.

We mourn the passing of this splendid gentleman who contributed so much of his time and effort to make the business in which he was engaged a pleasure rather than a task.

▲

AND then again death tapped at the door of another friend who we held in high affection. Eugene M. Henofer, engaged in the cigar box and cigar box lumber industry for more than half a century, was called from labor unto rest. On the evening of November 20th, he passed on suddenly as the result of a heart attack. And so within a week two of the older travellers in the cigar box lumber industry have been gathered to their eternal reward.

▲

IT is not in the province of a trade publication to say which tobacco trade organizations should be continued. So long as they are self-supporting that would seem to us sufficient reason to justify their existence.

But, on the other hand, if the members of such organizations are not willing to pay enough dues to carry on the purpose or purposes set forth in their charter, they have no right to seek charity.

Times are better—very much better—and organizations which are unable to pay their own way today have no right to beg outside interests to toss in a check to tide them over some financial crisis. Ably managed associations seldom find themselves in any such an embarrassing situation.

Since the days of the code authorities, every sensible trade association secretary has learned one good lesson—if he didn't know it before. "Pay as you go, and be sure you get it before you spend it!"

The TOBACCO WORLD (established 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, $1.00 a year, 15 cents a copy; foreign, $1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

Eugene Mahlon Henofer

Eugene M. Henofer

SUDDENLY, on Friday night, November 20, 1936, Eugene M. Henofer, cigar box lumberman and salesman, known from coast to coast, passed on about 10 P. M. as a result of a heart attack in his home at 216 Seaside Avenue, Atlantic City, N. J.

As Bob Ripley would say, "Believe it or not," "Gene"—as we always knew him—on February 26, 1935, sent the editor of the TOBACCO WORLD the following:

OBITUARY

Eugene Mahlon Henofer, born December 4, 1863—died ——.

Born on Sixth Street above Columbia Avenue, Philadelphia, where one of the buildings occupied by the Henry H. Sheip Mfg. Co. now stands.

Had grammar school education.

Worked one year in cotton mill at Germantown Road and Columbia Avenue as a weaver in order to earn sufficient money to take a course at Peirce Business College.

After college took job with the Seventh National Bank at Fourth and Market Streets, at the munificent salary of FOUR DOLLARS a week.

Fall of 1883 took a job with the Henry H. Sheip Mfg. Co. as assistant bookkeeper.

In 1887 took a job with the newly formed firm of Sheip & Vandegrift.

In 1898 the Stoney Creek Lumber Company of Tacoma, Va., was formed by Jerome Sheip, Asa Vandegrift and myself for the purpose of manufacturing cigar box lumber. I was secretary and manager.

In 1904 the Philadelphia Veneer & Lumber Co., of Philadelphia, Pa., and Knoxville, Tenn., was formed to manufacture cigar box lumber, heavy lumber and quartered oak veneer.

Was manager of this concern at the start and later vice-president as well as manager.

This business was liquidated in 1913 and I then formed a connection with the Bay Poplar Lumber Co., of Cincinnati, O., and Mobile, Ala. This concern was liquidated in 1925.

During that period I was agent also for the Central Veneer Co. of Huntington, W. Va., manufacturers of poplar cross-banding, and had the Victor Talking Machine Co., as a large customer. Also was representative of the Thomasville Veneer Co., of Thomasville, N. C., for poplar cross-banding for pianos and did a large business with most of the manufacturers in that line in New York and New England.

I also represented Penrod, Jurden & Co., of Memphis, Tenn., selling cypress veneers for battery separators. The Electric Storage Battery Co. of Philadelphia was my best customer.

While with the Bay Poplar Lumber Co. I originated the "treated top" for the prevention of warping cigar box lids. (This won for him the cognomen of "Neverwarp" which clung to him for years.—Ed.)

After Bay Poplar Lumber Co. withdrew from business, I took the agency of the A. H. Balliet Corp., of Allentown, Pa., selling their Spanish cedar. Later I added the account of the Paducah Lumber & Mfg. Co., of Paducah, Ky. Still later I added the account of the Acme Veneer Co., of Patterson, La., to my line.

I originated the Wooden Cigar Box Boosters Club of which I was treasurer during its existence, and later became its president also.

For my efforts in behalf of the wooden cigar box I was made an honorary member of the National Cigar Box Manufacturers' Association, and was presented with a handsome grandfather's clock, by the members of the cigar box industry, as a token of their sincere appreciation.

My hobby is swimming and I have been treasurer of the Hygeia Swimming Club of Atlantic City, N. J., ever since it was formed in 1920. I have taken an active part in all swimming events in Atlantic City since that time.

I belong to the "Polar Bears", an organization of swimmers who continue their bathing far into the winter months. They were a familiar sight to the Sunday visitors who lined the boardwalk to watch us bathe, and then swathed in heavy sweaters we tossed a medicine ball for an hour or so on the beach.

I have also acted as an official at all the track and field meets of South Jersey High Schools held at Atlantic City, for a number of years.

Was treasurer of the Anti-Prohibition Society of Atlantic City during the existence of that organization.

At the age of twenty-two I married Mattie B. Lake and had one son, Eugene, who died in his eleventh year, and who was followed by his mother eleven months later.

Five years later I married Emilie M. Weirmiller. There are no children.

Demand for American Leaf Increases

Bureau Forecasts Improvement in Outlook

PROSPECTS are for further improvement in the general market outlook for tobacco, principally because of reduction in stocks. Domestic consumption of manufactured tobacco products is expected to continue to increase but, with the possibility of some decrease in exports of leaf tobacco, indications are that the disappearance of American tobacco in the 1936-37 season will not vary greatly from that of 1935-36.

The 1936 crop, which was curtailed partially by the drought, will result in a further reduction in the stocks of many types by the beginning of the 1937 marketing season. The types which will benefit most from reduced stocks are burley, cigar, and dark air-cured types which are consumed largely in the domestic market. Less improvement is expected for flue-cured and Maryland, which depend to a considerable extent on foreign markets. For the fire-cured types little improvement can be counted on because the export situation is unfavorable.

Cigarette consumption which has been increasing since 1933 will prove to have been at record levels in 1936. The first eight months of 1936 showed a gain of 11.4 per cent. in cigarette consumption as compared with the similar period of 1935. Cigar consumption is also increasing and slight increases are indicated for snuff, smoking tobacco, and chewing tobacco. Consumption of manufactured products, in view of the expected increase in consumer incomes, will probably show further increases.

Flue-cured. Domestic consumption increasing, but may be offset by lower exports. Estimated requirements for 1936-37 little if any greater than 1936 production. No material increase in production appears justified.

Burley. Three years of low production have reduced stocks. Increased supplies of smoking grades needed. Increased plantings over the acreage harvested in 1936 appear desirable.

Maryland. Domestic consumption is increasing, but exports are down to one-half of 1924-28 level. Stocks burdensome.

Fire-cured. Little change in rate of domestic consumption, although snuff consumption has increased moderately above the low level of 1935. Exports declining. Drought-curtailed crop of 1936 will probably reduce stocks by October 1, 1937. No increase in acreage seems justified.

Dark air-cured. Recent years of low production have greatly reduced stocks. Domestic consumption fairly stable. Exports showing some increase. A limited increase in production seems justified.

Cigar types. Low production for four years has reduced stocks. Cigar consumption increasing steadily and increased acreage of most types appears justified. Consumption of scrap chewing has increased slightly during the past year.

The outlook for the foreign demand for light types of tobacco, chiefly flue-cured, in 1936-37 is fairly good, while that for dark tobacco, chiefly fire-cured, remains unfavorable.

American tobacco continues to be subject to increased competition from foreign production, stimulated by governmental action within many of the consuming countries and in their colonies. The shift that has been in evidence in recent years towards consumption of milder tobacco products has tended to favor flue-cured and Oriental types at the expense of dark types. Production of tobacco similar to United States fire-cured and dark air-cured leaf in reporting foreign countries increased from an average of 343,000,000 pounds for the period 1926-27 to 1930-31 to an average of 398,000,000 pounds for the period 1931-32 to 1935-36. Flue-cured production in the six principal producing foreign countries for which statistics are available increased from 136,000,000 pounds in 1930-31 to 250,000,000 pounds in 1933-34 and to 267,000,000 pounds in 1935-36. Consumption of products containing flue-cured tobacco also has been on the increase in these countries.

During the year 1935-36, exports of unmanufactured tobacco from the United States were higher than in any of the last five years, except 1933-34, being 16 per cent. above those of the previous year. However, for the five-year period ended June 30, 1936, exports averaged 422,000,000 pounds, export weight, as compared with an average of 553,000,000 pounds during the preceding five years. Exports of flue-cured tobacco during this period decreased relatively much less than those of the fire-cured and dark air-cured types. Exports of tobacco to the Far East, to Canada, Australia and a number of countries in Europe have shown material reductions. The decline in exports to the Far East is due to the rapid increase in production of flue-cured tobacco in China and Japan. Various causes have brought about reductions in exports to other countries, such as the substitution of domestic or other foreign tobacco for American, changing consumer preferences, and trade restrictions. Exports to the United Kingdom, the principal market for flue-cured tobacco, have held up well, notwithstanding the preferential import duty in favor of British Empire tobacco, and there is some evidence of improved demand in the countries of northern Europe. Continuance of severe trade restrictions in Germany and unsettled conditions in Spain are likely to affect adversely the exports of American tobacco to these countries.

No material change in the disappearance of flue-cured tobacco is anticipated between now and the beginning of the next marketing year. Some increase in domestic consumption is probable, but it does not seem likely that exports this year will equal the high level attained last year. Present estimates of the 1936 crop are not greatly different from the total of anticipated consumption and export requirements for the current year, so that no material change in stocks by next July is anticipated. Under these conditions, the principal factor affecting the outlook for 1937 will be the 1937 production. Prices for the 1936 crop, which are above those for 1935, will probably stimulate increased plantings in 1937. If this should result in materially increased production the price outlook would be adversely affected.

Notwithstanding the much smaller production of flue-cured tobacco in 1936 than in 1935, the total supply

(*Continued on Page 17*)

A Package for Men Only

but dressed and advertised to make women buy it - - -

To the left is shown the attractive holiday box of Bayuk Phillies. At the bottom of the opposite page is pictured the outdoor poster, and, below, a replica of the 24-sheet for retail cigar dealers to post on their windows to invite Christmas shoppers into the store.

IN preparation for the biggest Christmas cigar trade in years, Bayuk Cigars, Inc., has launched the most ambitious program ever attempted in the industry to stimulate holiday gift selling, not only of cigars made by Bayuk, but of all cigars carried by the dealer. The company has contracted to spend more than $100,000 in the furtherance of this single effort.

It has always been the belief of Bayuk executives that anything they do to boost cigar sales in general is good business for Bayuk. That accounts for the strictly educational character of their business paper advertising, which is aimed at the stimulation of cigar sales generally, and that is why special drives are made by Bayuk on Father's Day, Labor Day, and especially Christmas, to increase the sale of cigars as gifts.

The theme—"Give Cigars for Xmas"—is carried through every step of the Bayuk Phillies advertising from newspapers and billboards to the display of cigars in the retail stores.

On Bayuk's 24-sheet posters, the message "Give Cigars for Xmas", will appear in large display at the top, with a reproduction of the Christmas-wrapped box of Phillies underneath. This billboard advertising will be concentrated in the big shopping areas—the places where people go when most receptive to Christmas gift suggestions.

Replicas of this 24-sheet poster—with its urge to buy cigars for Christmas—are supplied retail cigar dealers for posting on their windows as a means for leading Christmas shoppers into the store.

Printed cards, urging the gift of cigars for Christmas, are also being furnished retailers for use with their store displays—making a complete tie-up of the consumer advertising on billboards and in newspapers with the Christmas-wrapped boxes of cigars on the counter.

Bayuk recognizes that in designing a Christmas wrapper for cigars, the strictly masculine appeal of the product must be tempered somewhat to attract and please the woman buyer.

Statisticians haven't figured out as yet just what percentage of cigars sold by the box during the Christmas season is purchased by women, but most cigar manufacturers know that it is entirely too high to be disregarded.

For this reason, each Christmas finds Bayuk abandoning its everyday garb for a colorful costume appropriate to the season. This is accomplished by enclosing the ordinary Phillies box in an all-over holiday wrapper. Should any of the boxes remain unsold after Christmas, the dealer has merely to remove the wrapper and return the box to his regular stock.

This year, the design selected for Phillies is an illustration, in nine colors, showing a father and two children, laden with packages, setting out from their home on Christmas eve. This occupies the entire top of the wrapper except for a gold frame and a modest panel carrying the brand name. The sides, ends and bottom are green.

Bayuk is advising the trade to get ready for the greatest Christmas cigar sales in years. They believe this for two reasons. First—more men are now smoking cigars because they have more money to spend. Second—more people have money this year for Christmas gifts.

Still Climbing in October

All Tobacco Products Showed Eig Gains Over September, With Exception of Cigarettes; All Over Last October

EVERY class of tobacco products except cigarettes showed a substantial gain in October over September, but not over October of last year. It was not to be expected that cigarettes would top the more than fourteen million by which it registered a one-third gain over September of the year before. Only the three classifications, total cigars, cigarettes and snuff gained for October compared with the same month of 1935, the reason being that October last year was an exceptionally fine month for the industry.

Cigar withdrawals totaled 569,770,072, compared with 548,880,226, an increase of 20,889,846, or 3.81 per cent., according to the Supplement to the *Tobacco Barometer,* issued by the Tobacco Merchants Association.

Only two classes of cigars recorded gains.

Class A totaled 488,786,515, compared with 470,308,510, an increase of 18,478,005, or 3.93 per cent.

Class B totaled 6,633,476, compared with 7,809,530, a decline of 1,176,054, or 15.06 per cent.

Class C totaled 68,522,590, compared with 64,311,558, an increase of 4,211,032, or 6.55 per cent.

The election cigars must have been all Class C.

Classes B, D and E registered losses, ranging from 4 per cent. to 38 per cent., as a glance at the figures below will reveal.

Little Cigars also declined, to the tune of 665,027, or 3.69 per cent.

Cigarettes totaled 13,204,662,427, as compared with 12,711,397,810, an increase of 493,264,617, or 3.88 per cent.

Large cigarettes totaled 237,900, compared with 322,592, a loss of 84,692, or 26.25 per cent.

Snuff totaled 3,620,453 pounds, compared with 3,340,842, an increase of 279,611, or 8.37 per cent.

Manufactured tobacco totaled 28,425,928, compared with 28,574,795, a decline of 148,867, or 0.52 per cent.

	October, 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	470,469,385	+	24,133,340	5.41
Puerto Rico	5,161,050	—	649,615	11.18
Philippine Islands	13,156,080	—	5,005,720	27.56
Total	488,786,515	+	18,478,005	3.93
Class B—				
United States	6,416,203	—	1,040,924	13.96
Puerto Rico	122,600	—	194,400	61.32
Philippine Islands	94,673	+	59,270	....
Total	6,633,476	—	1,176,054	15.06
Class C—				
United States	68,432,334	+	4,246,252	6.62
Puerto Rico	64,250	—	31,350	....
Philippine Islands	26,006	—	3,870	....
Total	68,522,590	+	4,211,032	6.55
Class D—				
United States	5,178,747	—	241,796	4.46
Puerto Rico	.....		.....	....
Philippine Islands	30,500	+	200	....
Total	5,209,247	—	241,596	4.43
Class E—				
United States	617,744	—	381,821	38.20
Puerto Rico	.....		.....	....
Philippine Islands	500	+	280	....
Total	618,244	—	381,541	38.16
Total All Classes:				
United States	551,114,413	+	26,715,051	5.09
Puerto Rico	5,347,900	—	875,365	14.07
Philippine Islands	13,307,759	—	4,949,840	27.11
Grand Total	569,770,072	+	20,889,846	3.81
Little Cigars:				
United States	17,140,080	—	865,027	4.80
Puerto Rico	200,000	+	200,000	....
Philippine Islands	.....		.....	....
Total	17,340,080	—	665,027	3.69

	October, 1936		Increase or Decrease Quantity	Per Cent.
Cigarettes:				
United States	13,203,851,027	+	492,963,717	3.88
Puerto Rico	740,000	+	239,600	....
Philippine Islands	71,400	+	61,300	....
Total	13,204,662,427	+	493,264,617	3.88
Large Cigarettes:				
United States	177,900	—	74,292	29.46
Puerto Rico	60,000	—	10,000	14.29
Philippine Islands	.....	—	400	....
Total	237,900	—	84,692	26.25
Snuff (lbs.):				
All United States	3,620,453	+	279,611	8.37
Tobacco Mfrd. (lbs.):				
United States	28,425,928	—	148,864	0.52
Philippine Islands	.....	—	3	....
Total	28,425,928	—	148,867	0.52

Internal Revenue Collections for October

Source of Revenue	1936	1935
Cigars	$ 1,405,487.65	$ 1,357,207.04
Cigarettes	39,607,005.70	38,138,477.56
Snuff	651,681.60	601,363.35
Tobacco, chewing and smoking	5,116,604.77	5,143,659.37
Cigarette papers and tubes	121,653.86	169,445.78
Leaf dealer penalties	34.73	10.57

U. S. Cigar Withdrawals for October

1921	635,807,697	1928	723,318,050
1922	693,940,778	1929	701,710,936
1923	711,654,834	1930	623,860,841
1924	635,230,565	1931	534,370,786
1925	711,222,189	1932	436,832,436
1926	664,496,623	1933	408,451,691
1927	688,921,203	1934	494,456,319

If you're hoarse at the game, it won't be from smoking...if yours is a light smoke—a Lucky.

Guard that Throat...
Reach for a Light Smoke

Copyright, 1936, The American Tobacco Company.

Block that cough...that raw irritation! Reach for a light smoke...a Lucky...and get the welcome throat protection that only Luckies offer—the exclusive protection of the process, "It's Toasted." Luckies not only taste good, but keep tasting good all day long...for Luckies are a light smoke—and a light smoke leaves a clear throat—a clean taste.

-a light smoke

OF RICH, RIPE-BODIED TOBACCO—"IT'S TOASTED"

Colorful New Christmas Packages

Pictured herewith are R. J. Reynolds Tobacco Company products in gay holiday dress. These Christmas specials include the Camel carton—10 packs of "20's" (200 cigarettes); four boxes of Camels in "flat fifties"; and a full pound each of Prince Albert and George Washington Pipe Tobacco.

Special packaging is only one feature of the company's effective seasonal selling campaign. Large newspaper advertisements—supplementing the regular Camel and Prince Albert advertising—will convey the season's greetings to the public while describing Christmas specials. And on top of newspaper advertising, Camel and Prince Albert Christmas business will get another big sendoff in the nation's comic sections in full-page, full-color comics. The Camel Caravan, broadcast from Hollywood, will also be used on behalf of dealers tying-in with Camel and Prince Albert gift-trade by featuring these products.

gars are the ostpleasurable d economical rm of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

t Issued 1929 — DECEMBER 1, 1936 — *Prepared twice a month*

PHULOFAX
(The Retailer's Friend)
SAYS

If Mr. Smoker has no one to whom to GIVE CIGARS FOR CHRISTMAS, why not suggest to him to give a box to HIMSELF? Once he sees the advantage and convenience of having a box ound the house, he'll be apt to be a nfirmed box buyer.

—o—

Christmas falls this year on Decem- r 25 . . . that 25 is a reminder that cigars will make an appropriate ristmas Gift.

—o—

Did He give Her a box of candy on other's Day? Fine! Tell Her to ve Him a box of cigars on Christmas y!

—o—

The value of a Christmas Gift is e Remembrance of it, not the Cost it . . . a box of cigars will cause e Giver to be remembered 25 to 50 mes. GIVE CIGARS FOR CHRIST- AS!

—o—

In behalf of BAYUK BULLETIN, Phil nts to thank all the retailers for eir complimentary comments on ose "Our Cigars Are Fresh" win- w stickers that were cheerfully sent all who made request . . . just a w more left.

—o—

If your cigars were ali dried out, ould you tell your smokers so? No, course not! Well, if your cigars FRESH (and they should be and n be made to be) why not tell your stomers so? Put a "Our Cigars Are resh" Poster on your window or ow case! You know the folks who'll adly send you one FREE—and no d on it either!

—o—

If for any reason, you are obliged receive your stock of Christmas- apped cigars a little early, be care- l where you store them—keep where ere will be no tendency for them to y out . . . you know—don't put 'em top of your radiator, for instance!

—o—

More cigars are *sold* between Christ- as and New Years than there are tween New Years and Christmas hich is said only to run in the equally sitive fact that more cigars are *oked* between Christmas and New ears than during any other similar ace of time. Cigars may be a solace the sad but they are also a helper be glad!

—o—

GIVE CIGARS FOR CHRISTMAS

Phil M. Phulofax* D. B. I.

*Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

Get Behind This Slogan—and Make It Stick
"GIVE CIGARS FOR XMAS!"

CHEER LEADER PHIL M. PHULOFAX: "All together now!"

"Save the surface and you save all!"

"Say it with flowers!"

"Suppose nobody cared!"

A good slogan, hammered home, will work miracles. Slogans have helped win wars, upset thrones, or change the buying habits of a nation.

The BAYUK BULLETIN invites every manufacturer, distributor, salesman and retailer of cigars to get behind this slogan:

Give Cigars for Christmas!

Say it with signs. Say it with displays, say it with window posters, with printer's ink, in spoken words, by precept and example. GIVE CIGARS FOR CHRISTMAS!

The oftener you say it, the more you help your own Christmas sales, and the more you help the cigar industry, *your* industry.

A box of cigars given as a Christmas gift, may mean a lot more than merely 25 or 50 cigars added to the year's total. It may mean the winning back of some smoker who has strayed away from the most enjoyable form of tobacco. It may mean the conversion of some occasional cigar smoker to the daily use of cigars.

The more boxes of cigars you sell this Christmas, the more cigars you will sell during the coming year.

All together, then! With a will! "GIVE CIGARS FOR CHRISTMAS!"

BAYUK BRANDS BUILD BUSINESS
Bayuk Phillies
(BAYUK PHILADELPHIA PERFECTO)
Havana Ribbon
Mapacuba
Charles Thomson
Prince Hamlet

SOME WAYS TO SELL XMAS CIGARS

Of course you want to get your Christmas posters and window and store displays up early. The early bird catches the worm—likewise the Christmas dollar.

But here are some other sales stunts that work.

Write a letter to the business houses of your community, suggesting that cigars are the ideal Christmas gift for their male employees, and that *you* will be glad to call and talk the matter over with the boss.

Some smart merchants circularize the women of their neighborhoods by means of letters, postcards or hand bills, listing their popular brands and emphasizing the fact that no cigar smoker can possibly get too many boxes of cigars for Christmas.

One of the most effective and economical forms of advertising is a little folder which you hand out to every customer who comes in—or wrap up in every package that goes out of your store. This folder in addition to a sales message, carries an order blank and an offer to deliver the cigars on Christmas Eve to the person for whom the cigars are intended.

Arrange a table display of your various popular brands in their colorful Christmas wrappings. On the table place stacks of these same Christmas-wrapped boxes, neatly done up in wrapping paper, ready for the customer to take home. The hurried customer can then help himself, pay the clerk and be on his way.

The department store people have forgotten more about luring dollars from the feminine pocketbook than we in the cigar business will ever know. Make a round of the department stores. See what they are doing in the way of displays and sales stunts. You'll pick up some swell ideas.

TIGHT BINDING

Cigars Near 15 Million Daily

Reports Show More Than 4½ Million Cigars Withdrawn During First Ten Months; Cigarettes Pass 128 Billion

MORE than four and one-half billion cigars were withdrawn for consumption during the first ten months of 1936, according to the latest supplement to the *Tobacco Barometer*, issued by the Tobacco Merchants Association. And that means that Americans are smoking more than fourteen and three-quarter million cigars each day—which is a lot of smokes.

The ten months' business, of 4,503,648,221 cigars, broken down into trade packages, represents 900,729,644 five packs, or 180,145,930 fortieths, or 90,072,965 twentieths.

The gain over the corresponding period last year, 286,156,908, alone represents 57,231,382 five-packs, or 11,446,276 fortieths, or 5,723,138 twentieths.

The average daily consumption during the ten months amounted to 14,766,059 cigars, or 2,953,212 five-packs, or 590,642 fortieths, or 295,321 twentieths.

This represented a daily gain of 892,733 cigars, or 178,547 five-packs, or 35,710 fortieths, or 17,855 twentieths.

	1st 10 Mos. Cal. Yr. 1936		Increase or Decrease Quantity	Per Cent.
Cigars:				
Class A—				
United States	3,823,579,705	+	297,993,075	8.45
Puerto Rico	35,401,580	—	11,741,545	24.91
Philippine Islands	143,882,030	—	30,440,640	17.46
Total	4,002,863,315	+	255,810,890	6.83
Class B—				
United States	42,743,830	—	12,029,743	21.96
Puerto Rico	948,350	—	526,000	35.68
Philippine Islands	308,719	+	16,592	....
Total	44,000,899	—	12,539,151	22.18
Class C—				
United States	422,055,760	+	42,107,164	11.08
Puerto Rico	351,700	—	112,550	....
Philippine Islands	151,662	+	1,312	....
Total	422,559,122	+	41,995,926	11.04
Class D—				
United States	31,292,218	+	1,237,356	4.12
Puerto Rico	.....	—	500	....
Philippine Islands	107,201	+	75,174	....
Total	31,399,419	+	1,312,030	4.36
Class E—				
United States	2,816,231	—	431,232	13.28
Puerto Rico	.....		.....	....
Philippine Islands	9,235	+	8,445	....
Total	2,825,466	—	422,787	13.02

Cigarettes reached the amazing total of 128,368,351,530 during the ten months. That total compares with 113,969,883,147 during the same period last year. The increase, therefore, was 14,398,468,383, or 12.63 per cent.

Figuring on sixteen waking hours in each day, Americans are lighting close to half a million cigarettes every minute.

Among the cigars, Class A continued to lead in volume of gain, of course, but Class C continued to lead in percentage of gain.

Class A totaled 4,002,863,315, compared with 3,747,052,425, an increase of 255,810,890, or 6.83 per cent.

Class C totaled 452,559,122, compared with 380,563,196, an increase of 41,995,926, or 11.04 per cent.

Class D was the only other to show a gain, 4.36 per cent.

Snuff and manufactured tobacco were ahead. Little cigars and large cigarettes were behind.

	1st 10 Mos. Cal. Yr. 1936		Increase or Decrease Quantity	Per Cent.
Total All Classes:				
United States	4,322,487,744	+	328,876,620	8.24
Puerto Rico	36,701,630	—	12,380,595	25.22
Philippine Islands	144,458,847	—	30,339,117	17.36
Grand Total	4,503,648,221	+	286,156,908	6.79
Little Cigars:				
United States	152,574,692	—	4,399,536	2.80
Puerto Rico	1,732,400	—	717,600	....
Philippine Islands	.....		.....	....
Total	154,307,092	—	5,117,136	3.21
Cigarettes:				
United States	128,363,693,760	+	14,398,034,683	12.63
Puerto Rico	4,000,200	+	1,192,260	....
Philippine Islands	657,570	—	758,560	....
Total	128,368,351,530	+	14,398,468,383	12.63
Large Cigarettes:				
United States	1,910,911	—	152,357	7.38
Puerto Rico	306,000	+	6,000	2.00
Philippine Islands	.....	—	6,300	....
Total	2,216,911	—	152,657	6.44
Snuff (lbs.):				
All United States	32,119,901	+	1,745,124	5.75
Tobacco Mfrd. (lbs.):				
United States	262,656,759	+	2,489,111	0.96
Philippine Islands	10	+	4	....
Total	262,656,769	+	2,489,115	0.96

Brown & Williamson products are designed to bring you the most profit in all lines and prices. Are you getting your share of profit from these live selling items: Kool, the largest-selling 15-cent mentholated cigarette; Raleigh, now selling at popular prices; Wings, a high quality 10-cent cigarette; Sir Walter Raleigh Smoking Tobacco, 15 cents and famous for its mildness; Target, a genuine blended cigarette tobacco for 10 cents; Dial Smoking Tobacco, a smoother blend of Burleys; Bugler, a blended cigarette tobacco for a nickel; and Golden Grain, the big 5-cent bag of roll-your-own?

LIGHT-PROOF, MOISTURE-PROOF REYNOLDS METAL WILL PROTECT, MODERNIZE, AND BEAUTIFY YOUR PACKAGE. WE HAVE AN INTERESTING AND PROFITABLE STORY FOR WIDE-AWAKE MANUFACTURERS. WRITE.

REYNOLDS METALS CO. INC.
19 RECTOR STREET
NEW YORK CITY

Modern Packaging and Display Service

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

POSITION WANTED

CIGAR SALESMAN COVERING EASTERN PENNSYLVANIA and Local Territory desires connection. Large following. Address Box No. 580, "The Tobacco World."

CIGAR FOREMAN HAVING 6 YEARS' EXPERIENCE ON Automatic Machines, wants position. Also instructs beginners. Address Box No. 582, "The Tobacco World."

VENDING MACHINES

ADVANCE CIGARETTE MACHINES $19.50 each. ROWE 6 Column Cigarette & Match Vendors $38.50 each. Peanut Machines, Amusement Pin Tables, Electric Cranes at low prices. NATIONAL, 2401-15 Chestnut Street, Philadelphia, Pa.

TOBACCO WORLD

The National Tobacco Business Monthly

A GOOD ADVERTISING MEDIUM

AN APPEAL TO GOOD BUSINESS JUDGMENT

By Joseph Kolodny

CIGAR manufacturers report larger orders for cigars in Christmas wrappers than at any time since 1929. Yet, generally speaking, there seems to exist a sort of hesitancy and lack of enthusiasm on the part of the retail trade toward the opportunities for increased business offered by the coming Christmas season.

This feeling is the result of bitter experience; it is based on the knowledge that during the period of the year when the consumer is in a most receptive mood, prices of products—whether cigars, cigarettes, or pound goods—are slashed to pieces; that in many markets the consumer is offered merchandise at prices which do not permit even a partial recovery of the cost of operation, service or overhead.

Those of us who have witnessed the merchandising history of the past few years are fully aware of the fallacy and unfairness of such a practice. We have learned that during an economic crisis when products are procurable at low prices, the consumer has not had the money to avail himself of "bargain prices". On the other hand, when products are offered at legitimate prices, the consumer, because of improved economic conditions, is generally able to buy the product.

This is, therefore, an appeal to reason. I am appealing to every branch of the industry to adopt a sane policy this year. Business is definitely improving. Mercantile establishments report a larger demand for higher grade merchandise. The financial indices indicate a better and sounder economic condition.

Under these circumstances, is there any justification, is there any reason, is there any fairness in offering our products—at this period of the year—at prices which are shamefully low, and which are certainly a discredit to everyone of us who takes pride in being a member of the industry?

This appeal is not predicated on legal threats. It is an appeal to sanity, good business judgment, fair play and the recognition that no one in the industry should be handicapped by the disastrous practices of a small minority.

We all acknowledge that the custom of using one product as "bait" to sell other products is outworn, foolish and, in many cases, suicidal. It does not work. Each and every article should produce a reasonable return to the seller.

PICK & PAT
in "PIPE SMOKING TIME"
with
DILL'S BEST YELLOW JACKETS
under the leadership of Bennie Krueger and the
FOUR MODEL SMOKERS,
the Landt Trio and White
COLUMBIA BROADCASTING SYSTEM
COAST-TO-COAST MONDAY NIGHTS
Tune in with the increasing sales of . . .

DILL'S BEST and MODEL TOBACCOS

For example: Why should a box of fifty 5¢ cigars be offered for sale to the consumer at less than $2.25, or why should a box of twenty-five 10¢ cigars be marketed at less than $2.25, or a box of fifty 10¢ cigars at less than $4.50, and, similarly, cigars in the higher brackets?

Why should a carton of popular brands of cigarettes be quoted to the consumer at less than $1.20?

Why sacrifice pound goods at most ridiculous prices?

Of course, the ordinary answer is that we do these things because our competitor does them. We maintain, however, that he is as anxious as you are to discontinue these destructive, competitive practices. They will continue, however, until one of you assumes the initiative. Some one has to lead.

If the products we sell warrant consumers' acceptance, then they should be offered at legitimate prices! If they do not enjoy consumers' acceptance, then they should not be offered for sale!

I again repeat. I appeal to the good business judgment of every right-thinking member of this industry. Let us not fumble this splendid opportunity to strengthen the foundation of our business during the coming holidays. Let us not contribute to a situation which can only undermine our economic security. Let us safeguard our future!

LET US ALL CONDUCT OUR BUSINESS ON A SOUND AND SANE BASIS THIS CHRISTMAS SEASON!

—

BAYUK'S PATENTED PROCESS

IN A STATEMENT issued to the tobacco industry on November 1st by Bayuk Cigars Inc., Harry S. Rothschild, president, made the following announcement: "Since Bayuk Cigars Inc. announced the use of its exclusive process in removing the bitter oils and other harsh elements from cigar tobaccos, we have been approached as to the company's policy in leasing or selling this process, either to cigar manufacturers or processors of tobaccos.

"At this time the company wishes to announce that it has not considered releasing this process to any other cigar manufacturer or to any processor of tobaccos, and that it does not intend to release this process before November 1st, 1940."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotches
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

CIGAR BOXES
Tel. Algonquin 4-9532 Established 1873
NIC. ALTHAUS CO
637-641 EAST 17 ST.
NEW YORK

"A business that isn't worth advertising ought to be advertised for sale".

P. LORILLARD COMPANY, Inc.
119 West 40th Street · New York City
Is offering an unusually attractive line of Christmas Wrapped Packages this year... packages that will help you sell Merchandise

SCHLEGEL
LITHOGRAPHING
CORPORATION

BROADSIDES
BOOKLETS
LABELS
WINDOW
DISPLAYS
DIRECT MAIL

SCHLEGEL BLDG.
374-380 Second Ave.
NEW YORK
Algonquin 4-9226-7

COUNTER
DISPLAYS
CARTONS
CAR
CARDS
POSTERS

AUTOKRAFT
CIGAR BOXES

Boite Nature
Cedar Chests
Novelty
Wrapped

Are Outstanding In
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.
Hellam, Pa.
Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

RETAILERS FORTIFIED

By Wm. A. Hollingsworth

President, Retail Tobacco Dealers of America

SINCE the annual meeting and convention last June, Retail Tobacco Dealers of America has continued its zealous and sustained efforts in behalf of the retail tobacconist and has succeeded in laying a solid foundation for their future progress. If the many vexing problems in the retail tobacco trade could be resolved by accord and agreement of tobacco retailers alone, cures would long ago have been found to treat the evils, for the tobacco merchants of the country have always maintained harmonious and amicable relations. However, such understanding is not sufficient, the trade is dependent upon the conscientious assistance of others outside of its fold.

Tobacco products and accessories are retailed by so many alien purveyors that the exercise of restraint and prohibition to eliminate unfair trade practices in the retail tobacco industry must of necessity include each and every one marketing tobacco products. It is agreed that the natural consequence of this spells the need of approval of our legislators to proposed laws designed to definitely and completely eliminate predatory trade practices.

That this cannot be accomplished by mere request or demand is too obvious, for the enactment of legislation such as proposed in a new and hitherto unexplored field, will be realized only after a vigorous and resolute campaign. The trend of the times points to a liberal approach in the solution of business problems, and we can anticipate with renewed encouragement the convening of the State and Federal legislatures early next year.

We hold important posts in Major Berry's Council for Industrial Progress, the body constituted by President Roosevelt to sound out business sentiment and make constructive suggestions for improving business and governmental relations. Major Berry has just issued a call to representatives of industry and labor to meet with the Council for Industrial Progress in Washington, D. C., December 10th-11th. We shall attend and actively participate in all the open and executive sessions of this meeting. In the interim a trade practice conference for our industry will shortly be scheduled by the Federal Trade Commission.

The threshold before us resembles that over which we passed in 1933—only this time the retail tobacco dealers are fortified with a national organization, a portfolio of factual information and a barrel or two of experience.

MARYLAND OUTLOOK UNCERTAIN

The outlook for Maryland tobacco appears to be uncertain, and to depend upon the extent to which domestic consumption may increase to compensate for losses in the foreign trade. These losses have been significant. Exports, which averaged around 15,000,000 pounds annually during the five-year period 1924-1928, averaged only 10,000,000 pounds a year from 1929 to 1933 and dropped to 4,900,000 pounds in 1935. While an increase to around 7,000,000 pounds in 1936 seems probable, there are no present indications that exports will recover to the level of the 1924-1928 period.

DEMAND FOR AMERICAN LEAF INCREASES

(*Continued from Page 5*)

in the United States as a result of the carry-over from the large crop of 1935 is only slightly smaller than it was a year ago. However, at the present record level of domestic consumption of flue-cured tobacco, these stocks do not appear to be excessive.

The increase in domestic consumption of flue-cured tobacco has occurred largely in the use of cigarettes, which provide an outlet for more than 75 per cent. of the flue-cured tobacco used in this country. The remaining flue-cured tobacco consumed domestically is used in smoking tobacco and plug chewing, the consumption of which has not changed significantly during the last four years.

Exports of flue-cured tobacco for the 1935 marketing year totalled 375,000,000 pounds, farm weight, as compared with 280,600,000 pounds for 1934, 389,500,000 pounds for 1933, and 426,200,000 pounds on the average for the period 1928-32. The increased exports during the 1935 marketing year, compared with 1934-35, were mainly to the United Kingdom, the principal foreign user of United States flue-cured tobacco. Exports to the United Kingdom reached a record level during 1935-36 owing partly to requirements for building up stocks. These stocks, which had been depleted by increased consumption and by small imports from the short crop of 1934, now appear to have been largely replenished, and it is anticipated that takings of this year will be in line with the current rate of consumption.

Total unmanufactured tobacco withdrawn from bond for manufacture in the United Kingdom during the twelve months ended June 30, 1936, was approximately 5 per cent. more than the quantity withdrawn during the preceding twelve months, and the largest on record. Withdrawals of Empire tobacco increased about 8 per cent. during this period compared with an increase of 4.6 per cent. in the withdrawals of United States tobacco. However, the proportion of total consumption that is obtained from Empire sources is still below the high point reached in 1933.

The currently marketed crop of southern Rhodesia is estimated to be about 10 per cent. less than last year's crop. Although the 1936 flue-cured acreage of Canada was greater than that of last year, the crop was reduced by severe frost damage. These two countries supply most of the Empire-grown flue-cured tobacco used in the United Kingdom.

China, which is the second largest foreign user of United States flue-cured tobacco, took much smaller quantities in 1934 and 1935 than in previous years. Exports to China were only 27,600,000 pounds, farm weight, in 1935-36 and 29,500,000 pounds in 1934-35, compared with more than 100,000,000 pounds during each of the years from 1928-29 to 1930-31. Present Chinese stocks of United States flue-cured tobacco are reported to be very low, and it is expected that exports to China from the 1936 crop will exceed those during each of the last two years. However, production of flue-cured tobacco in China has increased steadily since the World War and continues to expand. The 1936 crop is currently estimated at more than 175,000,000 pounds, which is the largest on record. In recent years high internal taxes on manufactured cigarettes containing a large proportion of American tobacco have tended

THE WOODEN BOX
FOR CIGARS
LENDS PRESTIGE
AFFORDS BEST PROTECTION

SPRUCE BOXES
ARE LIGHTEST—BRIGHTEST
Save Excess Freight and Express

SPECIFY SPRUCE
FOR YOUR BOXES

UPTEGROVE LUMBER CO.
15 Washington St. Newark, N. J.

CIGAR BOX LUMBER FOR 63 YEARS

Established 1886
"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

155 John Street, N. Y. City
Industria 144, Havana, Cuba

HAVANA
TOBACCO

ROTHSCHILD-SAMUELS-DUIGNAN, INC.
Harry S. Rothschild, President
Lee Samuels, Vice-President
Milton Samuels, Vice-President
Chas. W. Duignan, Sec. and Treas.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than **twenty** (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATION

GREAT PLAINS:—46,578. For cigars. Barkalow Bros. Co., Omaha, Neb., October 28, 1936.

RENEWAL REGISTRATION

COSTA DE ORO:—46,577. For cigars, cigarettes, cheroots and tobacco. Registered by Consolidated Litho. Corp., Brooklyn, N. Y., October 22, 1936. (Originally registered April 18, 1904, by American Litho. Co., New York, N. Y., predecessors of the registrant.)

TRANSFERRED REGISTRATION

HAMPTON COURT:—33,214 (Trade-Mark Record). For all forms of manufactured tobacco. Registered January 10, 1908, by S. Anargyros, New York, N. Y. Through mesne transfers acquired by D. Emil Klein Co., Inc., New York, N. Y., and re-transferred for **smoking tobacco only** to the Sutliff Tobacco Co., San Francisco, Cal., on November 9, 1936, the D. Emil Klein Co., Inc., retaining this trade-mark for all forms of manufactured tobacco, with the exception of smoking tobacco.

TOBACCO TRADE ORGANIZATIONS

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CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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to shift consumption to cheaper cigarettes containing a high proportion of Chinese tobacco, the taxes on which are much lower.

In Japan the consumption of products containing flue-cured tobacco has increased from around 25 per cent. of the total consumption in 1930-31 to approximately 45 per cent. of the total at the present time. Production of flue-cured tobacco in Japan, Chosen, and Manchuria is being encouraged in response to this increased consumption. Flue-cured acreage in Japan is estimated at 37,000 acres in 1936 compared with 33,000 in 1935 and 20,000 acres on the average during the five-year period 1930-34. It appears that Japanese takings of United States flue-cured tobacco will be maintained at around the present level of 7,000,000 to 9,000,000 pounds.

Prospects appear reasonably favorable for flue-cured exports to the Netherlands, where trade with the United States has been favorably affected by reciprocal trade agreements, and to the countries of northern Europe where business conditions are generally good and there has been a shift toward the increased use of cigarettes, especially those containing a large proportion of flue-cured tobacco.

Takings of United States flue-cured tobacco by Australia, which reached a low point of 10,000,000 pounds in 1932-33, have steadily risen since that time, being 21,000,000 pounds in 1935-36.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of THE TOBACCO WORLD, Published Monthly at Philadelphia, Penna., for October, 1936.

State of Pennsylvania, } ss.
County of Philadelphia, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of publisher, editor, managing editor, and business managers are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.

Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

Managing Editor—None.

Business Managers—John Cleary, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.
Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.)

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preding the date shown above is..... (This information is required from daily publications only.)

HOBART B. HANKINS,
Editor.

Sworn to and subscribed before me this
30th day of September, 1936.
SAMUEL LIPMAN,
(Seal) Notary Public.
My commission expires May 25, 1940.

Another Christmas special —4 boxes of Camels in "flat fifties"—wrapped in gay holiday dress.

At your dealer's you'll find this Christmas package—the Camel carton—10 packs of "20's"—200 cigarettes.

Camels

There's no more acceptable gift in Santa's whole bag than a carton of Camel cigarettes. Here's the happy solution to *your* gift problems. Camels are sure to be appreciated. And *enjoyed!* With mild, fine-tasting Camels, you keep in tune with the cheery spirit of Christmas. They're made from finer, MORE EXPENSIVE TOBACCOS —Turkish and Domestic—than any other popular brand.

Prince Albert

It's easy to please all the pipe-smokers on your list. Just give them mellow, fragrant Prince Albert—the National Joy Smoke—the Prince of Pipe Tobaccos. "P. A." is the largest-selling smoking tobacco in the world—as mild and tasty a tobacco as ever delighted a man. Prince Albert will wish *your* friends and relatives the merriest Christmas ever.

Right—A full pound of Prince Albert in a real glass humidor. Keeps tobacco in condition. Gift wrap.

(Left)—One full pound of mild, mellow Prince Albert, packed in the cheerful red tin and placed in an attractive gift package.

Copyright, 1936, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

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General Cigar Co., INC.

NATIONAL BRANDS

Robt. Burns

A rich fragrant cigar with a 100% Havana filler. The natural choice of discriminating cigar smokers everywhere

Vintage White Owl

Mild and mellow as a rare Vintage wine. The cigar that guarantees Vintage tobacco mildness in every cigar

Van Dyck

A favorite cigar with millions of men Distinctive in taste and aroma.

Wm. Penn

In a new panatela size. Sweeping to new success among younger smokers

End of Volume